Spring & Summer 1949

With this book, Sears brings you the first good news about prices we have been able to present in many years.

True, some items are higher, in spite of all we could do, and many others are the same. But as you go through the book, you will find thousands of prices lower than last fall.

So, when you think of shopping, think of this catalog *first*.

Buying the catalog way is easy, convenient, safe. You choose from broad assortments in style, colors, sizes, materials and prices. You can do it comfortably in your own home—*and save money besides.*

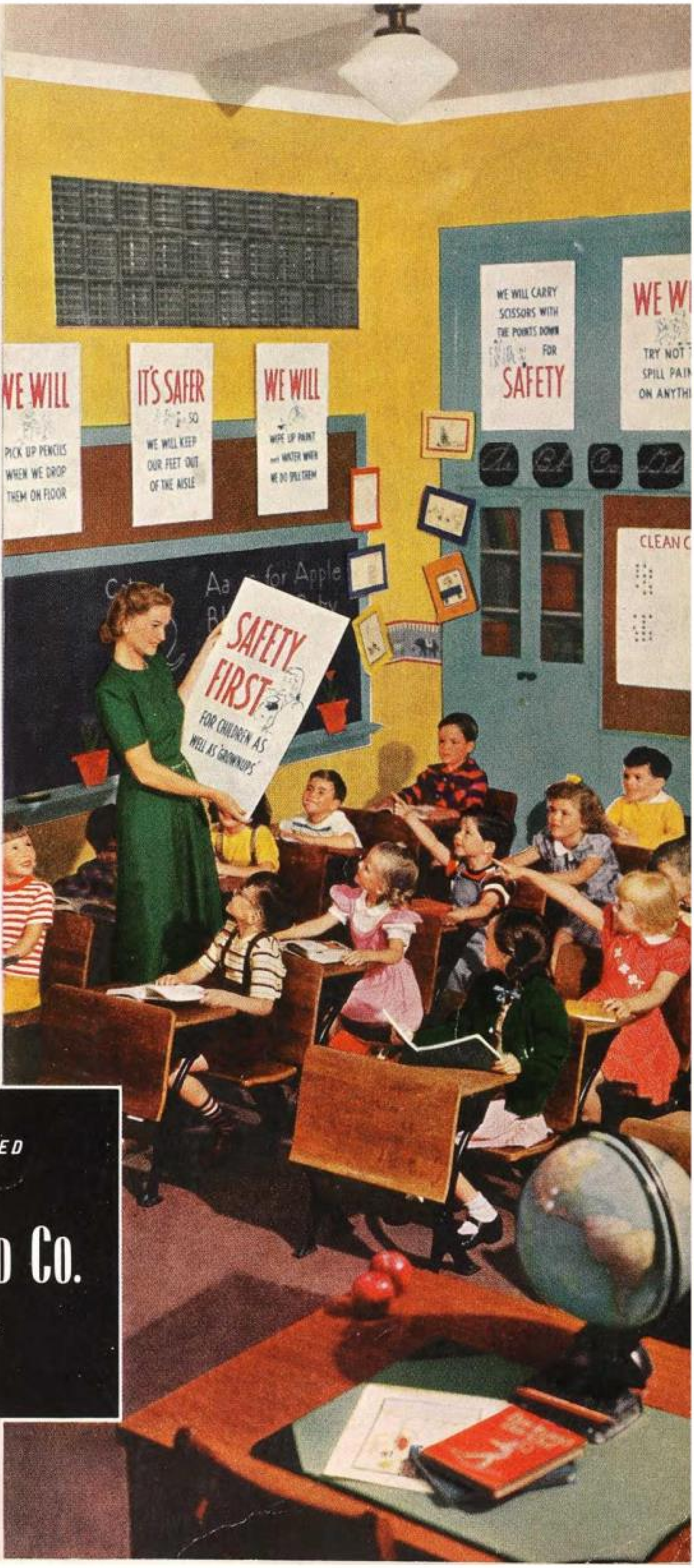
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Shop from this catalog by mail, by telephone, at Sears Catalog Order Offices or in Sears Retail Stores. For Easy Terms, see inside back cover.

SATISFACTION GUARANTEED
OR YOUR MONEY BACK

SEARS, ROEBUCK AND CO.

925 So. HOMAN AVENUE
CHICAGO 7, ILLINOIS



A special word from Sears to mothers concerned with the cost of clothing their children

Children come first at Sears—but hard-pressed mothers and fathers concern us, too. There are two ways Sears can keep down the cost of clothing your children.

FIRST, we hold prices as low as possible

We believe you will find clothing prices in this catalog considerably lower than last fall's prices in many cases. In addition, we have added new low priced items to nearly every line—priced well below our lowest last fall. We hope this will help many a family to keep within a budget now badly strained.

SECOND, we try to make children's clothes last longer

We devote a great deal of time and effort to this end. Thousands of garments in this book are bought on what we call our "specification method" of buying: We test hundreds of fabrics, and kinds of workmanship — then specify to our manufacturers exactly how to make each garment, down to the last stitch. All so you will get full value for every penny you spend, so every piece of child's wearing apparel you buy from Sears will wear just as long as possible.

The Honeysuckle Cotton Dresses on this and the opposite page are excellent examples of "specification" merchandise—superb values, longwearing, and as low priced as we can possibly make them.

So, whether you are an old Sears friend, or a new acquaintance curious about our ways and merchandise, we can assure you Sears is doing its level best to save you money. And as you progress from these opening pages further into our great Store for Children, we are sure you will be pleased with our wide selections, like the security of our money-back guarantee, the convenience of shopping in your own home . . . everything that has made catalog buying the "modern way to shop" in millions of American homes.



A



B

$2.88

Fine Cotton Broadcloth

[B] Frosty eyelet embroidery on white scallop-edged yoke and on cap sleeves. Full circular swing skirt. Fine cotton broadcloth. Button-back, tieback sash. Washfast. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size*. Shipping weight 8 oz.
29 E 1085—Yellow
29 E 1086—Aqua green
Each $2.88

$2.88

Fine Sheer Cotton Lawn

[A] Cool, sheer, frost-lawn in a dainty flower print. Hoop-skirt bands and Peter Pan collar of sheer white organdy lend added charm. Button-back, tieback sash. Washfast. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size*. Shpg. wt. 7 oz.
29E1087–Pink $2.88
29E1088–Medium blue 2.88



C

$2.88

Mercerized Cotton Broadcloth

[C] Rickrack 'n' ruffles in apron effect across front, draped up in back. Matched trim at neckline; mercerized cotton broadcloth in field-flower print. Button-back, tieback sash. Washfast. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size*. Shpg. wt. 11 oz.
29 E 1083—Aqua green $2.88
29 E 1084—Pink 2.88



D

Cotton Broadcloth $2.88

[D] Best bib and tucker dress in "zoo" print on mercerized cotton broadcloth. Bib effect and skirt edged with ruffle, contrast binding. Button-back, tieback sash. Washfast. *Sizes* 3, 4, 5, 6, 6x; see chart on page 4. *State size*. Shpg. wt. 10 oz.
29 E 1089—Yellow $2.88
29 E 1090—Medium blue 2.88

SIZES 3 TO 6X

DELUXE HONEYSUCKLE WASHFAST COTTON DRESSES

5 STYLES AT $2.88 each
Same quality was ~~$2.98~~ last fall

4 STYLES AT $3.88 each
Same quality was ~~$3.98~~ last fall

√ **Sears specifies the STYLING** . . reviewing dozens of proposed samples, prints, designs, trims . . choosing only the few whose charm appeals to mother and daughter alike

√ **Sears picks the FABRICS** . . approving only quality cottons that pass rigid wear and wash tests . . woven, printed, and finished by the nation's leading textile mills

√ **Sears checks the WORKMANSHIP** . . seams at sides are French-sewn . . hems are adequate for several let-downs . . tie-back sashes are generous. Fine stitching used throughout



A

$3.88

Cotton Pique and Woven Gingham

[A] White jacket, plaid skirt, each can be worn with other garments. Suspender skirt of "Dan River" woven gingham, jacket of waffle cotton pique. 3-inch hem. Washfast. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size.* Shipping weight 11 ounces.
29 E 1097—White with multicolor plaid. 2-piece outfit........$3.88



E

$3.88

Waffle Cotton Pique

[E] Playsuit plus skirt, 2-piece outfit for summer play and every day. Waffle cotton pique with square-dance border print. Rick-rack trim. Button-back. 3-inch hem. Washfast. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size.* Shipping weight 11 ounces.
29 E 1096—White with red trim 2-piece outfit...............$3.88



B C D

HONEYSUCKLE
THE RIGHT WAY TO SAY
CHILDREN'S WEAR

$2.88

Sanforized, Mercerized Cotton

[B] Two-piece . . jacket and dress. Off comes the royal blue bolero jacket and you have a bare-back sun dress in multicolor stripes. Sanforized, mercerized cotton won't shrink more than 1%. Circular skirt. Washfast. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size.* Shipping weight 10 ounces.
29 E 1091—Multicolor stripe..$2.88

$3.88

Sanforized, Mercerized Cotton

[C] Old-fashioned girl in a bouquet print on mercerized, Sanforized cotton. Won't shrink over 1%. Solid color corselet-effect. Lace-edge collar. Washfast. Button-back. *Sizes* 3, 4, 5, 6, 6x; see chart on page 4. *State size.* Shpg. wt. 9 oz.
29 E 1092—Lavender trim....$3.88
29 E 1093—Yellow trim...... 3.88

$3.88

Permanent Finish Sheer Organdy

[D] Crisp, sheer organdy, permanent finish, in a pretty print with white organdy for a sweetheart neck and apron effect. Tie-back sash. Full skirt has 3-inch hem. Washfast. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size.* Shpg. wt. 8 oz.
29 E 1094—Lavender print...$3.88
29 E 1095—Medium blue print. 3.88

Everything at Sears can be purchased on Easy Terms . . of special interest to busy mothers. See inside back cover for full details.



A
Washfast Cotton

B
Washfast Woven Gingham

C
Washfast Cotton

D
Washfast Cotton Broadcloth

E
Washfast Cotton



F
Washfast Cotton Broadcloth

G
Washfast Cotton

WASHFAST HONEYSUCKLE COTTON DRESSES in charming prints, solid tones, and plaid . . in your little girls' favorite colors

$1.98 EACH

FABRICS selected by Sears with an eye to wash-and-wear qualities as well as beauty of texture and finish . . .

WORKMANSHIP specified by Sears to meet strict standards of pattern design, sizing, seam allowances, stitching

DETAILS of embroidery, ruffles, bows, appliques chosen by Sears to harmonize with the spirit of each new style

[A] MERCERIZED COTTON in 80-square count. Squared-off white yoke top, neckline and puff sleeves trimmed with print to match circular skirt. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 10 oz.
29 E 1140—Bright red, white. . . . $1.98
29 E 1141—Med. blue with white. 1.98

[B] WOVEN PLAID GINGHAM in multicolor pastel tones. Jumper-effect accented by cotton waffle pique. Gingham bows on suspender-effect straps. Full circular swing skirt. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shipping wt. 8 oz.
29 E 1055—Multicolor plaid. . . . $1.98

[C] GOOSY-GANDER APPLIQUE on rounded white yoke. Multicolor barnyard printed cotton, repeated in ruffle on yoke. 4-gore circular skirt. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 8 oz.
29 E 1142—Multicolor print. . . . $1.98

[D] COTTON BROADCLOTH. Contrasting applique bows on bodice, piping at collar and petti-ruffle. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x. *Please state size.* Shipping wt. 10 oz.
29 E 1143—Yellow. $1.98
29 E 1144—Medium blue. 1.98

[E] COLORFUL FLORAL PRINT cotton, contrasts with solid color embroidered yoke. Circular skirt has petticoat ruffle. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x. *Please state size.* Shipping weight 9 ounces.
29 E 1145—Multicolor print. . . . $1.98

[F] COTTON BROADCLOTH with embroidered cherries on white yoke. Ruffled neckline, 2 puff pockets. 3-in. hem. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 9 oz.
29 E 1138—Medium blue. $1.98
29 E 1139—Bright red. 1.98

[G] CORSELET-EFFECT MIDRIFF insert in solid color on multicolor print cotton. Ruffle-edged square neckline. Circular swing skirt. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x. *Please state size.* Shipping weight 8 ounces.
29 E 1136—Yellow; multi-print. . $1.98 29 E 1137—Blue; multi-print. . $1.98

Size Chart for Apparel, Sizes 3 to 6x . . see page 1171 for complete measuring instructions

Her size (not age) is	3	4	5	6	6x	
If Height is	34½–37	37½–40	40½–43	43½–46	46½–48	inches
If Chest is	22	23	24	25	25½	inches
If Weight is	29½–34	34½–38	38½–44	44½–49	49½–54	lbs.
Coat Length	19	20½	22	23½	25	inches
Length Dresses, Jumpers	18½	20	21½	23	24½	inches

Sears Easy Terms are available. See inside back cover for complete details



98¢

$1.29

COOL, SUN-SOAKER WASHFAST COTTONS

Styled for warm weather wear . . to give your little girl the kind of tanning she adores

BARE BACK PINAFORE effect in white cotton sundress with red rickrack trim. Gracefully rounded collar yoke buttons high in back, flared skirt buttons down the back. Tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x; see chart on opposite page. *Please state size.* Shipping weight 6 ounces.
29 E 1146—White...........98¢

COUNTRY-CLUB STYLE SUNDRESS in check-printed cotton. The piping-edged ruffle goes all the way around squared-off bodice. Button-back, tie-back sash. Washfast. *Sizes* 3, 4, 5, 6, 6x; see chart on opposite page. *Please state size.* Shipping weight 7 ounces.
29 E 1147–Red print.......$1.29
29 E 1148–Med. blue print. 1.29



$2.98 $4.98 $5.98 Rayon Taffeta

PARTY FUN BEGINS WITH A PRETTY NEW RAYON DRESS

. . especially when it's trimmed with lace, ruffles or tiers

TWIN PEEK-A-BOO petti-ruffles of plaid rayon taffeta. Full circular swing skirt. Matched plaid collar ruffle. Button-back, tie-back sash. Fine solid color faille-type rayon. Dry clean. *Sizes* 3, 4, 5, 6, 6x; see chart on opposite page. *State size.* Shipping weight 12 ounces.
29 E 1149–Aqua green.$2.98
29 E 1150–Rose pink . 2.98

CAKE-FROSTING RUFFLES on sleeves and bodice of this faille-type rayon dress. Lace trimmed neckline, tiered circular skirt. Rayon ribbon bows at neckline. Dry clean. *Sizes* 3, 4, 5, 6, 6x; see chart on opposite page. *State size.* Shipping weight 15 oz.
29 E 1151–Yellow
29 E 1152–Bright green
Each...............$4.98

SWISHY RAYON TAFFETA, our finest party dress. Five ruffled tiers all around skirt. Imported French lace and self-ruffle trim on yoke. Button-back, tie-back sash. Dry clean. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg.wt. 14 oz.
29 E 1153–Pink......$5.98
29 E 1154–Yellow.... 5.98
29 E 1155–Light blue.. 5.98



BARGAIN SPECIAL COTTON DRESSES ANY 3 FOR $3.49 $1.19 each

Again Sears brings prices down on girls' wear. Choose any three dresses and you save money at 3 for $3.49. Washable cotton. *Sizes* 3, 4, 5, 6, 6x; see chart on opposite page. *Please state size.* Shpg. wt. each 8 oz.

Striped blue and white skirt, solid white top. Bow at pointed collar.
29 E 1156M..Ea.$1.19

Yellow and blue solid color combination. Rickrack trim.
29 E 1157M . Ea.$1.19

Red and white check with white collar, ruffle-edged yoke.
29 E 1158M..Ea.$1.19

WASHABLE COTTON DRESSES

2 attractive new styles at a typical Sears low price

$1.59 each

[A] THE APRON is DETACHABLE, ties in back with generous sash. A fashion that's fun to wear, with a contrasting Peter Pan collar, rickrack trim. Button-back. Fine cotton; washable. *Sizes* 3, 4, 5, 6, 6x, see chart on opposite page. *State size.* Shipping weight 8 ounces.
29 E 1159—Multicolor pastel stripe dress with apron..$1.59

[B] SHEER DIMITY, cool and crisp, daintily smocked across bodice. Lace edging on white sheer organdy Peter Pan collar. Colorful embroidery on bodice and at waist. Button-back, tie-back sash. Washable. *Sizes* 3, 4, 5, 6, 6x, see chart on opposite page. *State size.* Shpg. wt. 6 oz.
29 E 1160–Yellow........$1.59
29 E 1161–Light blue..... 1.59



A Dress and Apron

B Sheer Dimity

SIZES 3 TO 6X



SANFORIZED BLUE DENIM DUNGAREES

with all the style, quality and tailoring features of grown-up dungarees

$1.59

- Sanforized . . won't shrink over 1% . . wash separately
- Double-needle orange color stitching
- 2 big front pockets with copper rivets
- One back patch pocket
- Reinforced double-stitched back yoke
- Expertly tailored, comfortably full cut.
- Copper colored metal buttons

Sizes 3, 4, 5, 6, 6x; see chart on page 7. *State size.* Shpg. wt. 10 oz.
29E4326–Navy blue . $1.59

In heavier 8-oz. blue denim. *Sizes* 3, 4, 5, 6, 6x; see chart on page 7. *State size.* Shpg. wt. 11 oz.
29E4343–Navy blue $1.94

Cotton plaid shirt. Sanforized (won't shrink over 1%). Washable. Yoke back. *Sizes* 3, 4, 5, 6, 6x; see chart on page 7. *State size.* Shpg. wt. 5 oz.
29 E 4680—Plaid $1.49



$1.89 $1.89 $1.39

Last Fall Price was ~~$1.29~~ NOW 98c





WALT DISNEY'S collection of cartoon characters

All your favorites . . including Mickey Mouse, Donald Duck, Pluto and others in bright colors on sturdy, washable cotton playwear

DENIM SLACKS with the whole Donald Duck family on front of legs. Elastic shirred waist all around, pocket. Sanforized (won't shrink over 1%). *Sizes* 3, 4, 5, 6, 6x; see chart, page 7. *State size.* Shipping weight 8 oz.
29 E 4328—Navy blue
Each $1.89

DENIM OVERALLS with Mickey and Minnie Mouse and Pluto. Sanforized (won't shrink over 1%). Self lined bib. Button-on suspenders. Side buttons. Back pocket. *Sizes* 3, 4, 5, 6, 6x; see chart, page 7. *State size.* Shpg. wt. 8 oz.
29 E 4207—Navy blue
Each $1.89

DENIM BOXER SHORTS with elastic shirred waist. Donald and Daisy Duck on front. Sanforized denim (won't shrink over 1%). Back pocket. *Sizes* 3, 4, 5, 6, 6x; chart, page 7. *State size.* Shpg. wt. 6 oz.
29 E 4505—Navy blue
Each $1.39

POLO SHIRT of fine knit combed cotton with a large Mickey Mouse on the front. Wear it with any of your Walt Disney slacks, shorts and overalls. *Sizes* 3, 4, 6; see size chart on page 7. *State size.* Shipping weight 4 oz.
29 E 4757—White . . 98c
29 E 4758—Yellow . . 98c

(Shirts shown with garments above, sold separately.)



$1.55 each

TOOTSIE ROLL SHIRT . . . only at Sears

- The season's newest, smartest shirt of mercerized, Sanforized cotton broadcloth in vat-dyed colors
- Short-sleeve classic style . . girls' all-time favorite

The shirt your little girl will wear with slacks, shorts, skirts. It has an action-packed Tootsie Roll and sports print to thrill her every time she wears it. Short sleeve classic style, convertible collar, patch pocket, center back pleat, front tucks. Mercerized, Sanforized (won't shrink over 1%). Washable. *Sizes* 3, 4, 5, 6, 6x; see chart, page 7. *State size.* Shpg. wt. 5 oz.
29 E 4605–Yellow . . $1.55 29 E 4606–Lt. blue . $1.55



Last Fall Price was ~~79c~~ ea. NOW 59c each 3 for $1.72

98c each 3 for $2.87

98c each 3 for $2.87

EASY-TO-WASH COTTON Polo Shirts . . low priced at 59c and 98c

NEW LOW PRICE. Combed cotton Polo Shirt. Crew neck. Wash separately. *Sizes* 3, 4, 6; see chart, page 7. *State size.* Shpg. wt. each 4 oz.
29 E 4735—Red; white stripes
29 E 4734—Lt. blue; white stripes
29 E 4736—Navy blue; white stripes
In Solid Colors. Washable.
29 E 4739—Solid yellow
29 E 4738—Solid light blue
29 E 4741—Solid white
Each 59c . . . . 3 for $1.72

BLAZER STRIPED combed cotton. Crew neck; short sleeves. Wash separately. *Sizes* 3, 4, 6; chart, page 7. *State size.* Wt. ea. 5 oz.
29 E 4705—Brown, yellow, white
29 E 4706—Navy blue, red, white
In solid colors Durene mercerized combed cotton. Washable.
29 E 4707—Solid light blue
29 E 4708—Solid yellow
29 E 4709—Solid white
Each 98c . . . . 3 for $2.87

"ELSIE THE COW" and the other lovable members of her family colorfully printed on a fine combed cotton washable polo shirt. It's new, it's different. Short sleeve, crew neck style. *Sizes* 3, 4, 6; see chart, page 7. *State size.* Shpg. wt. ea. 5 oz.
29 E 4710—White 98c
29 E 4711—Yellow 98c
3 for $2.87



Jodhpurs
$1.98

$1.19

$1.29

$1.98

COTTON TWILL JODHPURS. Sanforized (won't shrink over 1%). Button-on suspenders. 2 pockets, Gripper fastener sides. Washable. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 14 oz.
29 E 4520—Red........$1.98
29 E 4521—Brown..... 1.98

Striped Polo Shirt with solid color club collar. Washable combed cotton. *Sizes* 3, 4, 6. *State size.* Shpg. wt. 5 oz.
29 E 4712—Red and white
29 E 4713—Navy blue; white
Each..................98c

STURDY COTTON OVERALLS for rough 'n' tumble play

WOVEN SEERSUCKER.. Washable. Needs no ironing. Button-on suspenders. Self-lined bib. Set-in waistband. 2 patch pockets. Side button opening. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 7 oz.
29 E 4215—Red and white
29 E 4216—Blue and white
Each....................$1.19

SANFORIZED DENIM won't shrink over 1% no matter how often you wash it. Self lined bib. Button-on suspenders. Two roomy patch pockets. Button opening. Side placket bar tacked. Washable. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 9 oz.
29 E 4206—Med. blue...$1.29

PINWALE CORDUROY with adjustable suspenders have two buttons on each strap; are stitched in back to prevent slipping. Patch pocket. Button sides. Hand wash separately. *Sizes* 3, 4, 5, 6, 6x. *Please state size.* Shpg. wt. 8 oz.
29 E 4211—Royal blue..$1.98
29 E 4212—Wine red... 1.98



Sears Famous

HONEYSUCKLE

fine pinwale Corduroy Overalls

$2.69

Made to Sears Own Specifications

- Safety-tilt adjustable metal buckles
- Double self-fabric bib-top
- Tailored cuffs.. 2 roomy pockets
- Roomy seat for action-free comfort
- Bar-tacked at points of strain
- Scovil metal Gripper fasteners
- Fine quality easy-to-wash corduroy

Sizes 3, 4, 5, 6, 6x. *State size.* Shipping weight 1 lb. 9 oz. Hand wash separately.
29 E 4202—Bright red......$2.69
29 E 4203—Medium blue... 2.69

Measurements for Sizes 3 to 6x

Order Size:	If Chest is:	If Height is:
3	22	35–37 in.
4	23	38–40 in.
5	24	41–43 in.
6	25	44–46 in.
6x	25½	47–48 in.

Polo shirts shown with garments on this page sold separately.. see page 6. For Easy Terms, see inside back cover.



Chambray
Overalls with red trim

A worthwhile reduction. Built-up front and back. Buttons on each shoulder. Red piping around neck and armholes. Red trim on patch pocket. Red band on waistband, leg bottoms. Chambray; wash separately. *Sizes* 3, 4, 5, 6, 6x. *Please be sure to state size.* Shipping weight 7 oz.
29 E 4204–Medium blue 79c



$1.59

CAN'T BEAT THESE cotton all-in-one Playsuits for wear, washability

"DUTCH GIRL" STYLE washable chambray all-in-one. With flare at simulated red trimmed side pockets. Red trim on the square neck and short sleeves. Red band with two white buttons around the shirred waist and leg bottoms. Buttons at side and back. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 8 oz.
29 E 4205—Medium blue $1.19

SANFORIZED CHAMBRAY PLAYSUIT with Peter Pan collar, set-in shirred waistband and side opening trimmed with red piping, attractive duck applique in front. Patch pocket. Red buttons down the back. Washable—won't shrink over 1%. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 9 oz.
29 E 4200—Medium blue.$1.59

WHITE PETER PAN COLLAR, on cotton pincheck all-in-one with ric-rac trim. White piping on puff sleeves and pocket, colorful embroidery on front. Set-in waistband. Buttons and tie sash in back. Washable. *Sizes* 3, 4, 5, 6, 6x. *Please state size.* Shipping wt. 7 oz.
29 E 4232–Blue and white.$1.69
29 E 4233–Red and white. 1.69



STURDY COTTONS THAT WASH .. comfortably styled sun 'n' fun sportswear for active play .. sizes 3 to 6x

Sanforized cotton twill Jacket and Boxer Short Set

A Colorful nursery all over print cabana 2-pc. set. Jacket has a notch collar, short sleeves, 2 large patch pockets and colorful buttons. Comfortably full cut boxer shorts with elastic shirred waist. Washable, won't shrink over 1%. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 12 oz.
29 E 4530—Yellow..........$1.98

B 2-Pc. Shirt and Short Set. Woven check shirt with patch pocket, red buttons, puff sleeves. Aqua green chambray shorts with same check on pockets. Red side buttons; loops for button-on suspenders. Washable. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shipping weight 12 oz.
29 E 4522—Red and white shirt; aqua green shorts. 2-pc. set........$1.98

C Washable Cotton Poplin 2-pc. sailor slack set. Double rows of white braid on middy collar, pocket and sleeves. White button front. Pleated front slacks with elastic in back. White side buttons, button-on suspenders. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shipping weight 15 oz.
29 E 4315—Royal blue...........$2.29

D Sanforized Denim jacket and overall 2-pc. set (won't shrink over 1%). Long sleeve jacket with club collar, zipper front, 2 patch pockets. Double bib overalls with button-on suspenders, 2 patch pockets, button opening. Washable. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shipping wt. 1 lb. 2 oz.
29 E 4308—Medium blue...........$2.98

E Washable Cotton Broadcloth ruffled sun suit .. very dainty and frilly. Self ruffle edge on bib. Four deep side ruffles go all the way around the back, gay as a ballerina. Elastic shirring at waist for snug fit. Button-on suspenders. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 5 oz.
29 E 4423—Medium blue
29 E 4424—Yellow
Each...........$1.69

F Washable Cotton Broadcloth classic 2-pc. play suit with attached shorts and separate skirt. Button front, patch-pocket, puff sleeves. All-around self belt ties in bow at back. Elastic shirred waist and button front on skirt. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 13 oz.
29 E 4416—Medium blue
29 E 4417—Pink
Each...........$2.49



Boxer style shorts with all around shirred elastic waistband. Ideal for active play because they're comfortably full cut and the elastic waistband keeps them in place and "gives" with every action of the body. Washable cotton. *Sizes* 3, 4, 5, 6, 6x. *Please state size.* Shipping weight 4 ounces.

G *Sanforized Chambray* (won't shrink over 1%).
29 E 4531—Medium blue..................59c

H *Woven Striped Seersucker*
29 E 4532—Red and white stripes..........59c
29 E 4533—Blue and white stripes..........59c

Size Chart for Sizes 3 to 6x

Order size	3	4	5	6	6x
If chest is	22	23	24	25	25½ in.
If height is	34½-37	37½-40	40½-43	43½-46	46½-48 in.

Size Chart for Sizes 2 to 8

Order size	2	4	6	8
If Chest is	21	23	25	27 in.



FINE WOOL WORSTED and closely knit cotton sweaters .. Boys' and Girls' sizes 2 to 8

Roy Rogers Shirt

Action picture on the front of Roy Rogers wielding his lariat as he rides his famous horse "Trigger." A real thrill for every child. Knit cotton shirt, long sleeve style with soft absorbent fleecing on inside, rib-knit crew neck, cuffs, bottom. Wash separately. *Sizes* 2, 4, 6, 8. *State size.* Shpg. wt. 7 oz.
29 E 3620—Yellow....98c
29 E 3621—Blue......98c

Was ~~$1.39~~ Last Fall

Juvenile long sleeve combed cotton cardigan, fleeced inside for warmth on chilly days. Ribbed crew neck, two patch pockets and buttons down the front. A wonderful utility sweater for either boys or girls. Wash separately. *Sizes* 3, 4, 6. *Please state size.* Shipping weight 8 ounces.
29 E 3602—Red.....$1.29
29 E 3603—Blue.... 1.29

Wool Pullover

Soft, all-wool worsted long sleeve juvenile pullover; close, firm knit for long service. Attractive knit-in jacquard Mexicana design on both front and back. Snug fitting rib-knit crew neck, cuffs and bottom. She'll wear it with her skirts or over her dress. Hand wash separately. *Sizes* 3, 4, 6, 8. *State size.* Shpg. wt. 7 oz.
29 E 3604—Red.........$2.25
29 E 3605—Med. blue. 2.25

Wool Cardigan

Fine virgin wool juvenile cardigan, firmly knit of sturdy worsted yarn for long serviceable wear. The gay Western cowboy and steer jacquard design is knit in on both front and back. Fine rib-knit crew neck; popular six-button front. Hand washable. *Sizes* 3, 4, 6, 8. *Please state size.* Shipping weight 8 ounces.
29 E 3606—Royal blue $2.98
29 E 3607—Red...... 2.98



A $4.98 | B $5.98 | C $3.98 | D 69c | E $1.59

SMARTLY TAILORED all-wool Suits — All-wool Cape — THRIFT-PRICED washable cotton Skirts

A ALL-WOOL FLANNEL classic. Gold color buttons on boxy unlined jacket, waistband and side closing of skirt. 2 box pleats front and back, adjustable suspenders. Dry clean. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 1 lb. 4 oz.
29 E 4045—Copen blue
29 E 4046—Coral rose
Each............$4.98

B ALL WOOL FLANNEL—plain and plaid. Solid color flared back unlined jacket with back shoulder yoke, cutaway front, gold color buttons. 4-gore plaid swing skirt. Adjustable suspenders. Dry clean. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 1 lb. 3 oz.
29 E 4048—Copen blue
29E4047–Red. Ea. $5.98

C ALL-WOOL FLANNEL cape enhanced by dainty bird and floral sprig embroidery on the collar and arm slits. Gold color metal button and link closing at the neck. Unlined. Simply tailored style. Dry clean. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 15 oz.
29 E 4049—Navy..$3.98
29 E 4050—Red... 3.98

D PRINTED CHECK GINGHAM has double row of rick-rack all around. Dirndl style billows out from the tiny elastic shirred waist. Adjustable suspenders. Blouse sold below. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 5 oz.
29E4100–Red and white
29E4101–Blue and white
Each..............69c

E WASHABLE CALICO. Colorful floral print with a gay apron ruffle trimmed with rick-rack going all around the front and sweeping up the back. Adjustable button-on suspenders. Blouse sold below. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 6 oz.
29 E 4102—Multicolor print............$1.59





For Sears Easy Terms, see inside back cover

F 79c | G Last Fall Price Was ~~$1.59~~ $1.49 | H $1.69 | J $1.69 | K $1.98 Blouseslip

A PERFECT TEAM

Sheer Cotton Blouse
Cotton Poplin Skirt
both are washable

White Blouse $1.69

L Cool, sheer cotton with double row of rick-rack around the top at front and back. Red drawstring shirrs the neck and ends in bow. Elastic cuffs on short sleeves. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shipping weight 5 oz.
29 E 4638—White. $1.69

Black Skirt $1.98

M Combed cotton mercerized poplin dirndl skirt with self ruffle popping up above the border flounce; five rows of white rick-rack (one edging the wide hemline). Adjustable button-on suspenders; side button placket. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 13 oz.
29 E 4114—Black..$1.98

PLENTY OF DRESS-UP FRILLY STYLES in white washable cotton Blouses

F COTTON BROADCLOTH Classic with notched collar, button front, patch pocket. Unusual value for this quality good count broadcloth. Washable. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shipping wt 5 oz.
29 E 4635—White...79c

G WASHABLE COTTON broadcloth. Self ruffle on Peter Pan collar. Colorful embroidery, pleats and ruffle on concealed button front. Puff sleeves. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 5 oz.
29 E 4603—White. $1.49

H WASHABLE COTTON broadcloth. Ruffle on high neck and around tucked front yoke. String bow. Puff sleeves with cuff. Button back. *Sizes* 3, 4, 5,6, 6x. *State size.* Shipping weight 5 ounces.
29 E 4636—White. $1.69

J WASHABLE COTTON Broadcloth. Eyelet yoke trimmed with self ruffle edged with gold-color rick-rack. Rick-rack on elastic cuff of puff sleeves. Button back. *Sizes* 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 9 oz.
29 E 4637—White. $1.69

K WASHABLE COTTON BROADCLOTH combination blouse and slip. Ruffle edge on Peter Pan collar. Multicolor embroidery on ruffle front. Buttons to waist. Full skirt with ruffle bottom. *Sizes* 3,4,5,6,6x. 29 E 4660—White. *State size.* Shpg. wt. 10 oz....$1.98

Size Chart, Sizes 3 to 6x for Skirts, blouses, Suits

Order size:.....	3	4	5	6	6x
If chest is......	22	23	24	25	25½ in.
Skirt length.....	11	12	13	14	15 in.
Cape length:...	17½	19	20½	22	23½ in.

SIZES 3 TO 6x



$9.95 $11.95

ALL WOOL COATS with detachable hoods new . . smart to wear all through spring

DOMESTIC SHETLAND-TYPE ALL WOOL, with detachable hood lined with sparkling plaid rayon taffeta. Single-breasted style with the new 1949 swingy fullness in back, 2 slash pockets. Metal buttons. Rayon lined. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State Size.* Shpg. wt. 1 lb. 12 oz.
29 E 2151–Bright red. $9.95
29 E 2152–Copen blue 9.95

HOMESPUN-TYPE ALL WOOL, with striking all wool plaid lining in detachable hood, matching plaid trim on cuffs and buttons. Swing-back fullness. Coat lined with solid color rayon.
Sizes 3, 4, 5, 6, 6x; see size chart on page 4. *State size.* Shpg. wt. 1 lb. 14 oz.
29 E 2153—Coral red
29 E 2154—Bright green
Each..............$11.95



$7.95 $8.95 $11.95

SWING-BACK FULLNESS in girls' spring coats of all wool fabrics

ALL WOOL CREPE, fine quality Pacific coating. Fashionable flaring fullness in the 6-gore swing back. Reefer styled with 8-button front. Rayon lined. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *Please state size.* Shpg. wt. 1 lb. 14 oz.
29 E 2145—Coral rose. . . . $7.95
29 E 2146—Aqua blue. . . . 7.95

DOMESTIC SHETLAND-TYPE ALL WOOL fabric in a single-breasted coat with Puritan collar, plaid rayon taffeta tie. Swing-back fullness. 2 slash pockets. Metal buttons. Rayon lined. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size.* Shpg. wt. 1 lb. 12 oz.
29 E 2147—Light blue. $8.95
29 E 2148—Coral red. 8.95

ALL WOOL COVERT. Double-breasted yoke style with back flared fullness. Metal buttons. 2 slash pockets. Rayon lined. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *Please state size.* Shipping wt. 1 lb. 14 oz.
29E2155–Brightgreen $11.95
29E2156–Copen blue 11.95



ALL WOOL
Swing - Back Coat

$8.95

Clean-cut, casual lines in a girl's coat styled with classic simplicity. Domestic Shetland-type all wool. The swing-back adds the 1949 new spring look. 2 slash pockets. Rayon lined. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *State size.* Shipping weight 1 lb. 14 oz.
29 E 2149—Bright red
29 E 2150—Brightgreen
Each............$8.95

See inside back cover for complete details of Sears Easy Payment Plan.



HONEYSUCKLE
THE RIGHT WAY TO SAY
CHILDREN'S WEAR

BARGAIN SPECIAL $5.69

REEFER COATS . . priced low at Sears $5.95 each

All wool princess Coat

ALL WOOL FLANNEL. Double-breasted princess style coat cut with modified flare. Crisp, white cotton pique piping at collar, 6 white buttons. Rayon lined. *Sizes* 3, 4, 5, 6, 6x; see chart page 4. *Please state size.* Shipping weight 1 lb. 9 oz.
29 E 2143—Navy blue. $5.95
29 E 2144—Red. 5.95

SMART BROWN AND WHITE CHECK in 55% new wool, 45% rayon. Smartly tailored, double breasted. Brown cotton velveteen trim on collar. 6-button front. Rayon lined. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *Please state size.* Shipping weight 1 lb. 8 oz.
29 E 2142—Brown and white check. $5.95

Another proof of Sears money-saving price policy. Princess style; raised stitching front and back. All wool flannel, rayon lined. *Sizes* 3, 4, 5, 6, 6x; see size chart on page 4. *Please state size.* Shipping weight 1 lb. 8 oz.
29 E 2140—Bright red. . . . $5.69
29 E 2141—Light blue. 5.69



$5.95 $5.95 $7.95 $7.95



$8.95

GIRLS' COAT AND HAT SETS in smart all wool spring coatings

ALL WOOL FLANNEL. Princess styled coat and matching bonnet rayon lined. Embroidery, cording trim on the front. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shipping weight 1 pound 6 ounces.
29 E 7233–Dusty rose. $5.95
29 E 7234–Light blue.. 5.95

ALL WOOL CREPE. Dress-up coat and matching bonnet, rayon lined. White, lace-edged cotton pique collar is detachable. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shpg. wt. 1 lb. 6 oz.
29 E 7235—Gold..... $5.95
29 E 7236—Light blue. 5.95
29 E 7237—Navy blue. 5.95

DOMESTIC SHETLAND-TYPE ALL WOOL, a Parker Wilder coating with rich trapunto embroidery. Coat and matching bonnet rayon lined. *Sizes* 1, 2, 3, 4; see size chart on page 14. *Please state size.* Shpg. wt. 1 lb. 6 oz.
29 E 7238—Red...... $7.95
29 E 7239—Copen blue 7.95

ALL WOOL CREPE with detachable hood for change of weather. Front, back yoke; swingy lines. Coat and hood fully rayon lined. *Sizes* 1, 2, 3, 4; see size chart, page 14. *State size.* Shipping weight 1 lb. 8 oz.
29 E 7240–Aqua blue.. $7.95
29 E 7241–Dusty rose. 7.95

GIRLS' ALL WOOL COVERT

Spring Coat and Bonnet Set
with gold-color metal buttons

Sears finest coat set for a fashion-conscious little girl . . . who'll adore the graceful scalloped edge on collar, pockets, and bonnet. Her Mother will appreciate the quality of all wool covert. Complete set rayon lined. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shpg. wt. 1 lb. 9 oz.
29 E 7242—Light blue.............. $8.95
29 E 7243—Dusty rose.............. 8.95



$5.95 $5.95 $7.95 $8.95



BOYS' COAT AND HAT SETS in the manly styles they like to wear

HERRINGBONE TWEED, sturdy fabric of 46% new wool, 24% reprocessed wool, 30% rayon. Double-breasted coat, matched Eton cap rayon lined. Belted back. *Sizes* 1, 2, 3, 4; see page 14. *State size.* Shpg. wt. 1 lb. 10 oz.
29 E 7212–Med. brown $5.95
29 E 7213–Med. blue.. 5.95

ALL WOOL FLANNEL double-breasted coat. White pearl-like buttons. Coat and Eton cap rayon lined. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shpg. wt. 1 lb. 6 oz.
29 E 7214—Copen blue
29 E 7244—Camel (Lt. tan)
29 E 7215—Light navy blue
Each............... $5.95

HERRINGBONE TWEED of 70% new wool, 30% reprocessed wool . . in a fly-front reefer with balmacaan collar. Coat and cap rayon lined. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shipping weight 1 lb. 11 oz.
29 E 7283–Med. blue.. $7.95
29 E 7284–Med. brown 7.95

ALL WOOL CHECK coat and matched Eton cap. Sears finest set for boys. Double-breasted style, cotton velveteen collar trim. Belted back. Rayon lined throughout. *Sizes* 1, 2, 3, 4; see size chart, page 14. *State size.* Shpg. wt. 1 lb. 9 oz.
29E7226–Brown check $8.95

Girls' Princess Coat

Sears offers a big value for little girls. Well made, smartly styled, of 55% new wool, 45% rayon. Cotton velveteen collar and trim on pockets. Fully lined with rayon. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shpg. wt. 1 lb. 6 oz.
29 E 7230—Light blue 29 E 7231—Gold
29 E 7232—Dusty rose Each..... $3.98



SEARS HONEYSUCKLE WASHFAST ANKLETS . . new, improved dyes mean colors stay clear and bright after repeated washings

No special laundering care required . . even a child can wash them safely



A 3 pairs 67c · 6 pairs $1.31

B 3 pairs 79c · 6 pairs $1.55



C 3 pairs 87c · 6 pairs $1.71

D 3 pairs 87c · 6 pairs $1.71

E 3 pairs $1.00 · 6 pairs $1.97

A WASHFAST PICOT-EDGE CUFFED anklet. Seamless feet. Rib-knit cuffs. Fine mercerized cotton. *Colors* White, light blue, pink, yellow. *Sizes* 4, 4½, 5, 5½, 6, 6½. *State size, color.* Shpg. wt. 3 prs. 3 oz.
29 E 5928—3 prs. 67c; 6 prs. . .$1.31

B WASHFAST BLAZER-STRIPE anklets. Elastic cuffs, seamless feet. Mercerized cotton. *Colors* Copen blue, red, yellow, aqua blue. *Sizes* 5½, 6, 6½, 7, 7½. *State size and color.* Shpg. wt. 3 prs. 3 oz.
29 E 5909—3 prs. 79c; 6 prs. . .$1.55

C WASHFAST CREW socks, wear cuffs up or down. Mercerized cotton. *Colors* White, lt. blue, pink, yellow, copen blue, red. *Sizes* 5, 5½, 6, 6½, 7, 7½. *State size and color.* Shipping wt. 3 prs. 3 oz.
29 E 5929—3 prs. . 87c
6 pairs. $1.71

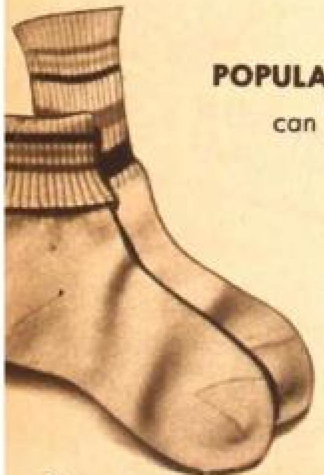
D WASHFAST anklets. Fine gauge knit of soft mercerized cotton yarns. Knit-on cuffs. *Colors* Light blue, yellow, white, pink. *Sizes* 4, 4½, 5, 5½, 6, 6½. *State size and color.* Shpg. wt. 3 prs. 3 oz.
29 E 5932—3 prs. 87c
6 pairs. $1.71

E WASHFAST anklet of mercerized cotton in English rib-knit. Knit-on cuffs. *Colors* White, light blue, pink, yellow. *Sizes* 5½, 6, 6½, 7, 7½. *State size and color.* Shipping weight 3 prs. 3 oz.
29 E 5930—3 prs. $1.00
6 pairs. 1.97

Measure For Socks: Place ruler against sole. Measure from heel to tip of toe. See size chart below for size to order.

Order size.	3	3½	4	4½	5	5½	6	6½	7	7½
For foot length. .	2½	3	3½	4	4½	5	5½	6	6½	7 in.

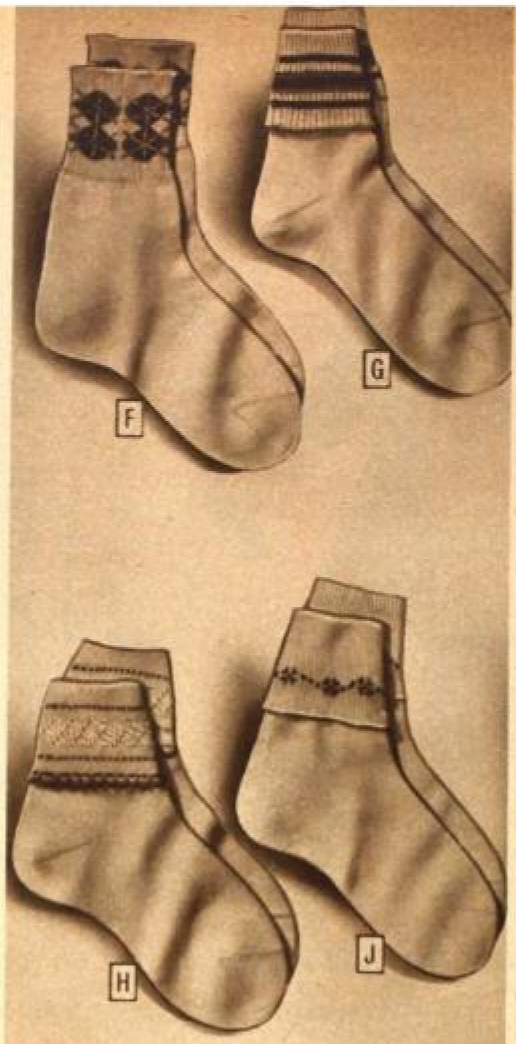
For Children's Anklets in Larger Sizes . . see page 240



POPULAR CREW SOCKS . . 2-way cuffs can be worn up or turned down

3 pairs $1.00 6 pairs $1.97

Our finest quality crew socks of fine gauge mercerized cotton. Multicolor striped tops. Knit-on ribbed cuffs. Hand wash separately. *Colors* Sun tan, white, light blue, yellow. *Sizes* 5, 5½, 6, 6½, 7, 7½. *State size, color.* Shpg. wt. 3 pairs 3 oz.
29 E 5926—3 pairs $1.00. . . . 6 pairs $1.97



3 pairs for 87c
6 pairs $1.71

Fine Quality mercerized cotton anklets in fancy styles. Seamless feet. Hand wash separately. Shipping wt. for 3 pairs 3 ounces.



3 pairs for 77c
6 pairs $1.51

Wonderful Values in anklets knit of good quality yarns. Seamless feet Hand wash separately. Shipping wt. for 3 pairs 3 ounces.

F SPECIAL DESIGN shaped to "stay up." Knit-in pattern on cuff. *Colors* White, pink, light blue, yellow, copen blue. *Sizes* 4, 4½, 5, 5½, 6, 6½. *State size and color.*
29 E 5903—3 pairs 87c. . . . . . . 6 pairs $1.71

G STRIPED CUFF ANKLETS harmonize with little tots' dresses, suits. *Colors* white, pink, light blue, yellow. *Sizes* 5, 5½, 6, 6½, 7, 7½. *State size and color.*
29 E 5923—3 pairs 87c. . . . . . . 6 pairs $1.71

H TUCK-STITCH PATTERN on cuffs. *Colors* white with blue, blue with white, yellow with white, pink with white. *Sizes* 4, 4½, 5, 5½, 6, 6½. *State size and color.*
29 E 5935—3 pairs 87c. . . . . . . 6 pairs $1.71

J KNIT-IN FANCY PATTERN on top. *Colors* White, pink, light blue, yellow, copen blue. *Sizes* 4, 4½, 5, 5½, 6, 6½. *Please state size and color.*
29 E 5925—3 pairs 87c. . . . . . . 6 pairs $1.71

K MERCERIZED COTTON ANKLETS with hand-transferred tops. *Colors* white, pink, light blue, yellow. *Sizes* 4, 4½, 5, 5½, 6, 6½. *Please state size and color.*
29 E 5933—3 pairs 77c. . . . . . . 6 pairs $1.51

L NOVELTY PATTERN on rib-knit cuffs. Mercerized cotton anklets. *Colors* White, pink, light blue, yellow, copen blue. *Sizes* 4, 4½, 5, 5½, 6, 6½. *State size and color.*
29 E 5901—3 pairs 77c. . . . . . . 6 pairs $1.51

M HALF SOCK STYLE with multicolor stripes. Mercerized cotton. *Colors* White, pink, light blue, yellow, navy blue. *Sizes* 4, 4½, 5, 5½, 6, 6½. *State size and color.*
29 E 5919—3 pairs 77c. . . . . . . 6 pairs $1.51

N RAYON ANKLET with reinforced cotton heel and toe. *Colors* white, pink, light blue, yellow. *Sizes* 4, 4½, 5, 5½, 6, 6½. *Please state size and color.*
29 E 5907—3 pairs 77c. . . . . . . 6 pairs $1.51

BARGAIN SPECIAL 3 pairs 50c 6 pairs 98c



Stock up in quantity at Sears new low price for good quality anklets knit of mercerized cotton. Hand wash separately. *Sizes* 4, 4½, 5, 5½, 6, 6½. Shpg. wt. 3 prs. 3 oz.

P *Colors* White, pink, light blue, yellow. *Sizes above. State size and color.*
29E5904—3 prs. 50c; 6 prs. . . 98c

R *Colors:* White, pink, light blue, yellow. *Sizes above. State size and color.*
29E5906—3 prs. 50c; 6 prs. . . 98c



WASHABLE KNIT COTTONS MADE OF Durene MERCERIZED COMBED YARN

Mix or match these colorful knitted separates . . for boys and girls

Fine gauge knit of 2-ply combed yarns . . made to Sears specifications



A $1.69

OVERALLS

- Non-slip straps
- Elastic at waist
- Double fabric bib

Cut roomy for action, comfort. Patch pocket. Washable, needs no ironing. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shpg. wt. 6 oz.
29E6905M–Red
29E6906M–Med. blue
29E6907M–Yellow
29E6908M–Pink
29E6909M–Lt. blue
Each..........$1.69



B $1.29

SKIRT

- Non-slip straps
- Elastic at waist
- Double fabric bib

Wear with polo shirts, blouses. Box pleats in front. Washable, needs no ironing. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shpg. wt. 4 oz.
29E6915M–Yellow
29E6916M–Med. blue
29E6917M–Red
29E6918M–Pink
29E6919M–Lt. blue
Each..........$1.29



C $1.19

SHORTS

- Non-slip straps
- Elastic at waist
- Double fabric bib

Designed to wear with shirts, polo shirts. Washable, needs no ironing. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shipping weight 4 ounces.
29E6920M–Med. blue
29E6921M–Red
29E6922M–Yellow
29E6923M–Pink
29E6924M–Lt. blue
Each..........$1.19



D E 98c Each

CREW NECK POLO SHIRTS

- Snug-fitting rib-knitted crew necklines
- 2-button shoulders .. easy to slip on
- Short sleeve style . . stripes or solid color

Perfect to wear with overalls, shorts or skirt . . knit of same fine yarns . . dyed to match. Full cut sizes, strongly stitched. Washable, needs no ironing. *Sizes* 1, 2, 3, 4; see size chart, on page 14. Shorts and skirt not included. *Please state size.* Shipping weight each 4 ounces.

D Striped shirt
29E6930M–Pink
29E6931M–Med. blue
29E6932M–Red
29E6933M–Yellow
29E6934M–Lt. blue
Each...........98c

E Solid color shirt
29E6935M–Yellow
29E6936M–Med. blue
29E6937M–Red
29E6938M–Pink
29E6939M–Lt. blue
Each.............98c

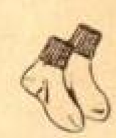


F $1.49

SWEATER

- Rib-knit crew neck
- 2 patch pockets
- 5 button front

Long sleeve style with rib-knit cuffs. Washable, needs no ironing. *Sizes* 1, 2, 3, 4; see chart on page 14. *State size.* Shipping weight 5 ounces.
29E6925M–Lt. blue
29E6926M–Red
29E6927M–Med. blue
29E6928M–Yellow
29E6929M–Pink
Each..........$1.49



G 29c pr. 3 for 85c

ANKLETS

- Seamless feet
- Rib-knit cuffs
- Neat picot edge

Same mercerized yarns, same quality details as all other matched garments. Washable. *Colors* yellow, light blue, red, pink, medium blue. *Sizes* 4, 4½, 5, 5½, 6, 6½; see chart on page 12. *State size and color.* Shpg. wt. 2 oz. each.
29 E 5931M...Pr. 29c
3 for............85c

All Sears children's wear can be purchased on Sears Easy Payment Plan. See inside back cover for complete details



LITTLE BOYS' 2-PC. COTTON WASH SUITS

Button-on pants . . buttoned or snapped crotch

[A] White blouse has cute puppy embroidered on collar. Button-on pants in solid color, collar and cuffs piped in solid color to match. Buttons at crotch. Washable. *Sizes* 1,2,3. *State size.* Shpg. wt. 6 oz.
29 E 6711–White top, lt. blue pants $1.29
29 E 6712–White top, yellow pants . . $1.29

[B] Pleated blouse with piped Peter Pan collar . . . white applique bunny. Matching button-on pants have Gripper fasteners at crotch. Washable. *Sizes* 1, 2, 3. *Please state size wanted.* Shipping wt. 6 ounces.
29 E 6709–Med. blue
29 E 6710–Yellow
2-pc. suit $1.98

[C] Ruffled edge on collar of white tucked-front blouse. Gripper fasteners at crotch of solid color pants. Washable. *Sizes* 1, 2, 3. *Please state size wanted.* Shipping wt. 6 ounces.
29 E 6713–White top, yellow pants.
29 E 6714–White top, aqua blue pants.
Each suit $1.98

LITTLE GIRLS' PLAYSUITS

Checked all-in-one in washable cotton percale. Embroidered posies, piping trim. Button-back, drop seat, tie sash. *Sizes* 1, 2, 3. *Please state size wanted.* Shipping wt. 6 ounces.
29 E 6824–Bright red $1.49
29 E 6825–Medium blue $1.49

3-Piece Playsuit includes 2 pants. Medium blue cotton chambray, red trim. Blouse top buttons down back. Button-on pants. Double needle sewn. Extra pants included. Washable. *Sizes* 1, 2, 3. *State size.* Shpg. wt. 10 oz.
29 E 6869–3-piece set $1.59

COOL, SUMMER SUN CLOTHES

Crinkle crepe cotton sunsuit. Double fabric bib-top button-on suspenders. 2 patch pockets. Double stitching. Wash separately. *Sizes* 1, 2, 3, 4. *Please state size.* Shpg. wt. 5 oz.
29 E 6588–Red and white stripe 89c
29 E 6589–Blue and white stripe 89c

"Clam Digger" shorts in Sanforized cotton poplin . . won't shrink over 1%. Cuffed bottoms. Bib-top, adjustable suspenders. Back pocket. Washable. *Sizes* 1, 2, 3, 4. *Please state size.* Shpg. wt. 5 oz.
29 E 6521–Med. blue
29 E 6522–Yellow
Each $1.39

SEARS SIZE CHART FOR ALL GARMENT SIZES 1 TO 4

Measure Carefully
Sears sizes fit the body, not the birthdays. For perfect fit, see page 1171 for complete measuring instructions.

Order size (not age):	1	2	3	4
If height is:	29½-31	31½-34	34½-37	37½-40 in.
If chest is:	20	21	22	23
If weight is:	22½-25	25½-29	29½-34	34½-38 lbs.
Coat length:	16	17	18	19½ in.
Length: dresses and Jumpers	15½	16½	17½	19 in.

GIRLS' SPORTSWEAR FOR SUN FUN

Copy-cat versions of Mother's smartest "summer-resort" styles



[D] SUNDRESS of good quality cotton in a tiny floral print. Flouncy skirt ruffle, contrast piping at bodice and waistline. Buttons down the back to a tie sash. Washable. *Sizes* 1, 2, 3. *Please state size.* Shipping weight 6 ounces.
29 E 6403—Red on white background 98c
29 E 6404—Blue on white background 98c

[E] TWO-PIECE "CABANA SET" . . . copied from leading fashion at beach resorts. Gay Latin-American print on vat-dyed Sanforized cotton poplin, guaranteed not to shrink more than 1%. "Boxer" type trunks have elastic all around waist, button-flap coin pocket. Button front jacket has notched collar, pocket. Washable. *Sizes* 1, 2, 3. *State size.* Shpg. wt. 6 oz.
29 E 6766—Yellow print 2-pc. set $1.98
29 E 6767—Blue print 2-pc. set 1.98

[F] "RUMBA RUFFLED" sunsuit for little girls in vat-dyed Sanforized cotton broadcloth . . . guaranteed not to shrink more than 1%. Rickrack trim on double fabric bib-top, and rippling ruffles around hips. Neckline strap ties in back. Washable. *Sizes* 1, 2, 3. *Please state size.* Shipping weight 5 ounces.
29 E 6569R—Light blue $1.98
29 E 6570R—Pink 1.98





LINGERIE TRIMS, DAINTY SHEERS, 2-TONE EFFECTS $1.98 each

Details every little girl loves . . on washable cotton dresses

[A] COTTON BROADCLOTH, vat-dyed . . with rippling ruffles on collar, sleeves, and petticoat flounced skirt. Embroidered on bodice, sleeves and collar; piped at waistline and skirt. Button-back. Tie-back sash. Washable. *Sizes* 1, 2, 3; see size chart on opposite page. *State size.* Shpg. wt. 6 oz.
29 E 6383—Pink
29 E 6384—Light blue
Each..........$1.98

[B] COTTON BROADCLOTH, vat-dyed. An eyelet trimmed eyeful. Diagonal inset and 2 pockets of white eyelet embroidered cotton pique edged with ruffle trim. 3-inch hem. Button-back, tie-back sash. Washable. *Sizes* 1, 2, 3; see size chart on opposite page. *State size.* Shpg. wt. 7 oz.
29 E 6390—Yellow
29 E 6391—Pink
Each..........$1.98

[C] WHITE DOTTED Swiss bodice with polka dot trim to match cotton percale skirt. Dotted swiss ruffle outlines ruffled skirt. Cute rayon velvet bows at waistline and skirt ruffle. Tie-back sash. Washable (remove bows). *Sizes* 1, 2, 3; chart opposite page. *State size.* Shpg. wt. 6 oz.
29 E 6385—White, red
29 E 6386—White, blue
Each..........$1.98

[D] SHEER DOTTED Swiss, cool, crisp, woven of fine combed cotton yarns. Dainty old-fashioned lace trim on Peter Pan collar. Lace bands and embroidery on front of bodice. 3-inch hem, tie-back sash. Washable. *Sizes* 1, 2, 3; see size chart on opposite page. *State size.* Shpg. wt. 5 oz.
29 E 6387—Light blue
29 E 6388—Pink
Each..........$1.98

Everything your little girl wears can be bought at Sears on Easy Terms. If you already have an account open, just add new purchases. If you wish to start one, see inside back cover for details.

OUR FINEST PARTY DRESSES

Styled for Sunday best and "Happy Birthday" $2.98 each

[E] SHEER WHITE ORGANDY, permanent finish. Trimmed with ruffles of organdy and eyelet embroidery. 3-inch hem. Button-back, tie-back sash. Hand wash. *Sizes* 1, 2, 3; see size chart on opposite page. *State size.* Shpg. wt. 4 oz.
29 E 6392—Red dots
29 E 6393—Blue dots
Each..........$2.98

[F] PEEK-A-BOO petticoat effect in white cotton lace. Fine striped cotton, spiced with rick-rack and lace. Bows at neckline, skirt. Hand wash (remove bows). *Sizes* 1, 2, 3; see chart, opposite page. *State size.* Shpg. wt. 8 oz.
29 E 6394—Blue stripe
29 E 6395—Rose stripe
Each..........$2.98

[G] TWINKLING TAFFETA rayon sprinkled with cross-stitch embroidery. Petti-ruffled skirt, lace edged collar. Saucy bow at waist. Button-back, tie-back sash. Dry clean. *Sizes* 1, 2, 3; chart, opposite page. *State size.* Wt. 5 oz.
29 E 6344—Yellow
29 E 6345—Pink
Each..........$2.98



BARGAIN SPECIAL

3 for $2.89

3 Washable Cotton Dresses in a package

Not since 1941 have we been able to give you such sensational value. Think of it . . 3 dresses for less than $1.00 each. The red *stripe* has lace edged collar, the *solid* yellow is rick-rack trimmed, the blue *check* is dressed up with white yoke, ruffled skirt, rick-rack. Button-backs, tie-back sashes. All washable cotton. *Sizes* 1, 2, 3 . . . packaged three of one size as illustrated. See size chart on opposite page. *State size.* Shipping weight 1 pound 4 ounces.
29 E 6375—Package of 3 dresses..................$2.89

GIRLS' EASY-TO-WASH COTTON DRESSES

$1.39 each

[H] CRISS-CROSS check print at collar, waist and petti-ruffled skirt of this washfast cotton broadcloth dress. Button-back, tie-back sash. *Sizes* 1, 2, 3; see size chart on opposite page. *State size.* Shipping wt. 6 oz.
29 E 6376—Pink.....$1.39
29 E 6377—Light blue 1.39

[J] DAINTY DIMITY, with lace edge on collar and bodice. Rayon satin ribbon. Washable (remove ribbon). Button-back, tie-back sash. *Sizes* 1, 2, 3; see chart on opposite page. *State size.* Shpg. wt. 5 oz.
29 E 6378—Yellow....$1.39
29 E 6379—Light blue 1.39

[K] DRESS AND APRON, rick-rack trimmed. Removable apron. Cotton print broadcloth. 2½-inch hem. Tie-back sash. Washfast. *Sizes* 1, 2, 3; see size chart opposite page. *State size.* Shpg. wt. 6 oz.
29 E 6381—Blue print..$1.39
29 E 6382—Pink print . 1.39



SIZES 1 TO 4



B $1.69

©W.D.P.

WALT DISNEY MOVIE STARS IN COLOR

A $1.39

C $1.29



D 89c

E $1.69

F 98c Suit

G $1.98 Suit

SUNSUITS for summer fun

D SUNSUIT of cotton crinkle crepe in colorful stripes. Washable . . needs no ironing. Double fabric bib for longer wear. Elastic in back for snug fit. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shpg. wt. 4 oz.
29 E 6585–Red... 89c
29 E 6586–Blue... 89c
29 E 6587–Green.. 89c

E COTTON POPLIN SUNSUIT, with embroidered design on double fabric bib. For boys and girls. Rickrack trim on bib and edge of two slash pockets. Sanforized, vat-dyed. Washable. *Sizes* 1, 2, 3; see size chart on page 14. *Please state size.* Shipping weight 5 oz.
29 E 6598–Blue... $1.69
29 E 6599–Yellow. 1.69

CABANA SETS with "boxer" shorts

F 2-PIECE SUIT of vat-dyed cotton. Striped shirt. Solid color boxer shorts. Washable. *Sizes* 1, 2, 3, 4; see size chart on page 14. *Please state size.* Shipping weight 6 oz.
29 E 6795–Green.... 98c
29 E 6796–Blue..... 98c
Shorts only. Sizes above. Shpg. wt. 4 oz.
29 E 6715–Green.... 49c
29 E 6716–Blue..... 49c

G COTTON POPLIN, mercerized, Sanforized, vat-dyed print in 2-piece Cabana set. Washable. *Sizes* 1, 2, 3, 4; see chart on page 14. *State size.* Shpg. wt. 6 oz.
29 E 6705–Yellow. $1.98
29 E 6706–Blue... 1.98
Shorts only. Sizes above. Shpg. wt. 4 oz.
29 E 6707–Yellow... 98c
29 E 6708–Blue..... 98c

Sanforized navy blue cotton denim sportswear

A **Mickey and Minnie Mouse on Shortalls**
The bib-top is made of double fabric for long wear. Button-on suspenders, back pocket. Wash separately. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shpg. wt. 5 oz.
29 E 6845—Navy blue
Each............$1.39

B **Donald Duck and Family on Overalls**
Donald, Daisy, Huey, Louie and Dewey. Double fabric bib-top, button-on suspenders, back pocket. Wash separately. *Sizes* 1, 2, 3, 4; see chart page 14. *State size.* Shpg. wt. 7 oz.
29 E 6846—Navy blue
Each $1.69

C **Pluto and the Pups on Boxer Shorts**
All-around elastic at gathered waist of full-cut trunks. For boys and girls. Wash separately. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shipping weight 5 oz.
29 E 6847—Navy blue
Each............$1.29

All Sanforized cottons are guaranteed not to shrink more than 1%. The cartoons are screen-printed by hand . . . won't fade, run or crack off. Shirts shown with garments above, sold separately.



M $1.49

N $1.98

P $1.98



H $1.09

J 98c



K 98c



L 98c

BOYS' SHIRTS in washable cottons

H COTTON POPLIN in "Western" print. Sanforized, mercerized, vat-dyed. Notch collar, one pocket. Washable. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shipping weight 4 oz.
29 E 6509–Yellow $1.09
29 E 6510–Blue .. 1.09

J GOOD QUALITY COTTON classic white shirt, well made with double stitched seams for extra wear. Notched collar. 1 pocket. *Sizes* 2, 3, 4; see size chart on page 14. *State size.* Shipping weight 4 oz.
29 E 6525–White.. 98c

BOYS' SHORTS in sturdy cottons

K SUSPENDER SHORTS in good quality cotton. 2-button opening on each side. Double seams. Washable. *Sizes* 2, 3, 4; see size chart on page 14. *Please state size.* Shipping weight 4 oz.
29 E 6730–Green.. 98c
29 E 6729–Blue.... 98c

L COTTON SEERSUCKER, stripes woven-in . . . Washable, needs no ironing. Elastic all around. 1 pocket. *Sizes* 1, 2, 3, 4; see size chart on page 14. *Please state size.* Shpg. wt. 4 oz.
29 E 6703–Red.... 98c
29 E 6704–Blue.... 98c

BOYS' 2-PIECE WASH SUITS for everyday wear

M KNIT COTTON suit, needs no ironing. Elastic all around waist of solid color boxer shorts. Short sleeve striped polo shirt. Washable. *Sizes* 1, 2, 3, 4; see chart page 14. *State size.* Shpg. wt. 6 oz.
29E6793–Blue... $1.49
29E6794–Yellow. 1.49

N COWBOY PRINT shirt, solid color boxer shorts. Elastic waist. Double seams. Washable cotton. *Sizes* 1, 2, 3, 4; see chart page 14. *State size.* Shpg. wt. 7 oz.
29 E 6797–Yellow with brown.........$1.98
29 E 6798–Light blue with navy blue.. $1.98

P COTTON POPLIN. Pants button-on to tucked front blouse. All-around belt has buckle. Washable. *Sizes* 1,2,3,4; see chart page 14. *State size.* Shipping weight 7 oz.
29 E 6756–White with blue..........$1.98
29 E 6757–White with green........ $1.98

Budget your needs . . . pay a little each month on Sears Easy Terms. See inside back cover for details.



$1.39 Shirt

$1.49 — $1.59 Good Quality Dungarees — $1.98 — $2.49 Suit

HONEYSUCKLE
THE RIGHT WAY TO SAY
TOTS' WEAR

LONG-WEARING PLAYCLOTHES in rugged washable cottons for boys and girls

1-Pc. Playsuit. Buttons all the way down the front and across drop seat. Good quality cotton. Washable. *Sizes* 1, 2, 3, 4; see size chart on page 14. *Please state size.* Shipping weight 8 oz.
29 E 6829—Med. tan
29 E 6828—Med. blue
Each..........$1.49

Blue Dungarees of Sanforized cotton denim. Orange stitching. Copper rivets, suspender buttons. Yoke back. 3 pockets. Washable separately. *Sizes* 1, 2, 3, 4; see chart on page 14. *State size.*
Good Quality Denim. Shpg. wt. 8 oz.
29 E 6844—Navy blue..........$1.59
Heavier Weight Denim. Shpg. wt. 10 oz.
29 E 6837—Navy blue..........$1.89
Sanforized Cotton Plaid Shirt. Wash separately. *Sizes above. State size.*
29 E 6508—Shpg. wt. 5 oz.......$1.39

Jodhpurs. Sanforized cotton twill. Elastic footstraps. Adjustable snaps at waist. Button-on suspenders. (Shirt sold on page 16.) Wash separately. *Sizes* 1, 2, 3, 4; see chart, page 14. *State size.* Shpg. wt. 9 oz.
29 E 6878—Red . $1.98
29 E 6879—Blue. 1.98

2-Pc. Slack Suit of Sanforized cotton denim. Slacks have 'boxer' elastic at top. Pocket on jacket; 2 pockets on slacks. (Polo shirt sold on page 18.) Washable. *Sizes* 1, 2, 3, 4; see chart on page 14. *State size.* Shpg. wt. 9 oz.
29 E 6832—Blue
Each..........$2.49



$1.98 Overalls — $4.98 Set

HONEYSUCKLE CORDUROYS

for boys and girls . . of fine pinwale corduroy

- Made to Sears quality specifications
- Overalls have double-fabric bib-top
- Buttons at sides for drop-seat . . easy to slip on and off without strain
- Cut full and roomy for active play

Overalls, cut full and roomy for active play and everyday wear, stitched with extra strong seams for long wear. Embroidered design on double fabric bib-front. One patch pocket. Buttons at suspenders, and both sides of drop seat. (Polo shirt sold on page 18.) Hand wash separately. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shpg. wt. 8 oz.
29 E 6800—Bright red...$1.98
29 E 6804—Med. blue... 1.98

Jacket and Overall Set, of pinwale cotton corduroy. The button-front jacket is lined with cotton. 2 slash pockets. Overalls have double fabric bib-top. Buttons at suspenders and at both sides for drop seat. One patch pocket. Hand wash separately. Polo shirt sold on page 18. *Sizes* 1, 2, 3, 4; see size chart on page 14. *Please state size.* Shipping weight 15 ounces.
29 E 6808—Med. blue...$4.98
29 E 6807—Bright red... 4.98



89c — $1.09 — $1.49

ROOMY OVERALLS in practical cotton fabrics . . for boys and girls

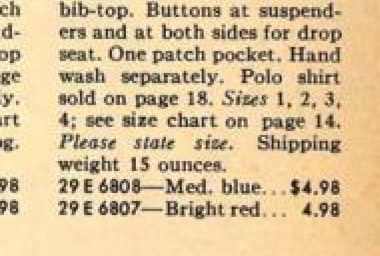
Striped Cotton Crinkle Crepe. Washable . . . needs no ironing. Full cut, well made with drop seat. One patch pocket. (Polo shirt sold page 18.) *Sizes* 1, 2, 3, 4; see chart page 14. *State size.* Shpg. wt. 5 oz.
29 E 6827—Bright red stripes
29 E 6826—Medium blue stripes
Each....................89c

Sanforized Cotton Denim, in a sturdy overall, strongly stitched with double fabric bib-top. Two patch pockets. Vat-dyed. (Polo shirts in stripes and solid colors . . sold on page 18.) Washable. *Sizes* 1, 2, 3, 4; see size chart on page 14. *Please state size.* Shipping weight 6 ounces.
29 E 6802—Medium blue. $1.09

Cotton Corduroy Overalls, medium wale. Adjustable suspenders. Buttoned sides, drop seat. One patch pocket. (Polo shirt sold on page 18.) Hand wash separately. *Sizes* 1, 2, 3, 4; see chart on page 14. *State size.* Shpg. wt. 8 oz.
29 E 6816—Royal (bright blue)
29 E 6815—Red.....Each $1.49

All Sanforized cotton fabrics are guaranteed not to shrink more than 1%. Purchase everything on Sears Easy Payment Plan and spread the cost over several months. See inside back cover for details.

Last Fall Price Was ~~89c~~ each
69c ea.
3 for $2.03



1-pc. PLAYSUIT

woven cotton chambray . .

Sears new low price. Slips on and off in a jiffy. Buttons at each shoulder. Breast pocket red trim. Washable. *Sizes* 1, 2, 3, 4; see size chart on page 14. *State size.* Shpg. wt. ea. 6 oz.
29 E 6885—Med. blue 69c
3 for..........$2.03



HONEYSUCKLE POLO SHIRTS for boys and girls, sizes 1 to 4

A "Skating Rabbit," hand colored on solid-color polo shirt. Combed cotton yarns. 2-button shoulder . . . easy to put on or take off. Crew neckline. Short sleeve style. Hand wash. *Sizes* 1, 2, 3, 4; see chart page 14. *Please state size.* Shipping weight 4 ounces.
29 E 6975—Yellow 98c
29 E 6977—White 98c

See pages 16 and 17 for overalls, slacks, shorts in sizes 1 to 4 . . . to wear with polo shirts.

B Rib-Knit Solid Color Polo shirt. Combed cotton. 2-button shoulder. Short sleeves. Washable. *Sizes* 1, 2, 3, 4; see chart page 14. *State size.* Shpg. wt. 4 oz.
29 E 6978—Light blue 89c
29 E 6979—Yellow 89c

D Pin Stripe short sleeve shirt. 2-button shoulder. Combed cotton. Hand wash. *Sizes* 1, 2, 3, 4; see chart page 14. *Please state size.* Shipping weight 4 ounces.
29 E 6980—Red stripe 59c
29 E 6982—Blue stripe . . . 59c

C Fancy Stripes in a short sleeve polo shirt, combed cotton. 2-button shoulder. Wash separately. *Sizes* 1, 2, 3, 4; see chart page 14. *State size.* Shpg. wt. 4 oz.
29 E 6864—Red stripe . . . 89c
29 E 6865—Blue stripe . . . 89c

E Solid Color shirt of combed cotton. 2-button shoulder. Hand wash. *Sizes* 1, 2, 3, 4; see chart page 14. *Please state size.* Shipping weight 4 ounces.
29 E 6834—Medium blue . 59c
29 E 6833—White 59c

HONEYSUCKLE SWEATERS, Sizes 1 to 3

F Cotton Coat Sweater, softly fleeced inside. Crew neck. Animal designs on front. Hand wash separately. *Sizes* 1, 2, 3; see chart page 14. *State size.* Shpg. wt. 6 oz.
29 E 7719—Copen blue 98c
29 E 7718—Bright red 98c
29 E 7720—Yellow 98c

H Embroidered All Wool Sweater has fancy knit-in design and hand-embroidered flowers. Crew neckline. Hand wash separately. *Sizes* 1, 2, 3; see chart page 14. *Please state size.* Shipping wt. 5 oz.
29 E 7732—Yellow $1.98
29 E 7733—Light blue 1.98

G All Wool Coat Sweater. Fancy knit-in pattern on front with Jacquard knit-in pattern on crew neckline. Hand wash separately. *Sizes* 1, 2, 3; see chart on page 14. *State size.* Shpg. wt. 6 oz.
29 E 7745—Bright red $1.98
29 E 7746—Copen blue 1.98

J All Wool Coat Sweater. Jacquard knit-in circus pattern on front and back. Crew neck. Rib-knit cuffs, bottom. Hand wash separately. *Sizes* 1, 2, 3; see chart page 14. *Please state size.* Shpg wt. 6 oz.
29 E 7734—Pink $2.29
29 E 7735—Light blue 2.29

CREEPALONGS . . perfect playwear for sizes 6 mos. to 18 mos.



Polo shirts sold separately at right

K "Kwikall." Mercerized vat-dyed cotton denim. Ankle-to-ankle crotch opening. Full length legs protect knees. Dot snappers on adjustable suspenders, crotch, drop seat. Double fabric top. Washable. *Sizes* 6 mos., 12 mos., 18 mos; see chart opposite page. *State size.* Shipping wt. 8 oz.
29 E 6632—Med. blue. $1.39

L "Kwikall" creepalong, pinwale corduroy. Snaps on suspenders, at sides for drop seat. Embroidered double fabric bib-top. Hand wash separately. *Sizes* 6 mos., 12 mos., 18 mos.; see chart opposite page. *State size.* Shpg. wt. 8 oz.
29 E 6668—Med. blue. $2.19
29 E 6669—Bright red. 2.19

M Two Pants with "double duty" creepalong set of checked cotton percale. Blouse buttons to pants and down back. Washable. *Sizes* 6 mos., 12 mos., 18 mos.; see chart opposite page. *State size.* Shipping wt. 7 oz.
29 E 6630—Red
29 E 6631—Blue
3-pc. set $1.69

POLO SHIRTS of combed cotton, 6 mos. to 18 mos.



98c

Teddy Bear Print, hand colored on polo shirt knit of combed cotton. 2-button shoulder. Hand wash separately. *Sizes* 6 mos., 12 mos., 18 mos; see size chart on opposite page. *Please state size.* Shipping weight 4 ounces.
29 E 6675–White . . 98c
29 E 6676–Blue . . . 98c

59c

Striped Polo Shirt of combed cotton yarns. 2-button shoulder. Hand wash separately. *Sizes* 6 mos., 12 mos., 18 mos; see size chart on opposite page. *Please state size.* Shipping weight 4 oz.
29 E 6677—Blue and white stripe 59c
29 E 6678–Yellow and white stripe 59c

59c

Solid Color Polo Shirt. Short sleeve style with 2-button shoulder . . . easy to put on or off. Hand wash separately. *Sizes* 6 mos., 12 mos., 18 mos; see size chart on opposite page. *State size.* Shpg. wt. 4 oz.
29 E 6679–Yellow
29 E 6680–Light blue
Each 59c

Your children's things can be bought on Sears Easy Terms. See inside back cover for details

SIZES 6 TO 18 MOS.



$3.98 Each set

$4.98 Each set

$4.98 Each set

COTTON PIQUE Coat Sets

BOYS' Double breasted coat has turned-up cuffs. Matching peaked cap. Cotton pique, cotton lined. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shpg. wt. 1 lb.
29 E 7065—Light blue.
2 pc. set.....$3.98

GIRLS' coat has rounded yoke, front and back. Hand embroidered. Matching bonnet. Cotton pique, cotton lined. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shipping weight 1 lb.
29 E 7069—Pink
29 E 7070—Lt. blue
2-pc. set......$3.98

CORDUROY Coat Sets

BOYS' Double-breasted coat of good quality pinwale corduroy with matching Eton corduroy cap. Cotton lined. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shpg. wt. 1 lb. 3 oz.
29 E 7073—Lt. blue
2-pc. set.....$4.98

GIRLS' pinwale corduroy coat is trimmed with hand embroidery, cording. Cotton lined. Matching bonnet rayon lined. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shpg. wt. 1 lb. 3 oz.
29 E 7071—Pink
29 E 7072—Lt. blue
2-pc. set.......$4.98

ALL WOOL FLANNEL Coat Sets

Boys' all wool flannel double-breasted coat has flap pockets, is lined with rayon. Eton cap to match. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shipping weight 1 lb. 3 oz.
29 E 7060—Med. blue
2-pc. set.....$4.98

GIRLS' all wool flannel coat is hand embroidered, trimmed with cording. Rayon lined. All wool flannel bonnet to match. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. 1 lb. 3 oz.
29 E 7084—Lt. blue
29 E 7085—Dusty pink
2-pc. set.......$4.98



$5.98 Set

RAYON CREPE

Girls' Coat and Bonnet, embroidered, appliqued and trimmed with lace

The coat has rounded shoulder yoke, front and back. Matching bonnet trimmed with lace and ribbons . . has elastic in back. Entire set of rayon crepe, self lined with rayon crepe. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. 1 lb.
29 E 7086—Lt. blue...$5.98
29 E 7087—Pink...... 5.98



A 79¢



B 79¢



C $1.39



D $1.39



E 79¢ F 98¢ G $1.29



Last Fall Price Was 98¢

H 89¢

HATS for boys . . **BONNETS** for girls

A Boys' cotton pique hat. Cotton lined. Washable. *Sizes* 12, 13, 14, 15 in. *State size.* Shpg. wt. 3 oz.
29 E 7507—Lt. blue..79¢
29 E 7508—White....79¢

B Boys' cotton twill Eton cap. Elastic back; lined. Washable. *Sizes* 13, 14, 15 in. *State size.* Shpg. wt. 3 oz.
29 E 7559—Lt. blue..79¢
29 E 7560—White....79¢

C GIRLS' poke bonnet of embroidered dotted Swiss. Ribbon bow and tie. Cotton lined. Hand wash. *Sizes* 12, 13, 14, 15 in. *State size.* Shpg. wt. 3 oz.
29 E 7617—White; pink
29 E 7618—White; blue
Each.............$1.39

D GIRLS' cotton pique scalloped brim poke bonnet. Eyelet embroidery; ribbon bow and tie. Cotton lined. Hand wash. *Sizes* 12, 13, 14, 15 in. *State size.* Shipping weight 3 oz.
29 E 7500—Pink..$1.39
29 E 7501—Blue.. 1.39

CREEPERS in cottons, woven or knit to take lots of wear

E CHECKED WOVEN COTTON, embroidered design on front, rickrack on collar. All around belt. Button crotch. Washable. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. 4 oz.
29 E 6636—Red........79¢
29 E 6637—Blue........79¢

F COTTON BROADCLOTH with embroidered collar and pocket. Button crotch. Washable. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shipping weight 5 oz.
29 E 6633—Lt. blue......98¢
29 E 6634—Yellow......98¢
29 E 6635—White......98¢

G KNIT COTTON creeper of fine combed yarns. Gripper fasteners at shoulder and crotch. Washable. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shipping weight 5 ounces.
29 E 6616—Yellow....$1.29
29 E 6617—Light blue.. 1.29

Size Chart for Sizes 6 to 18 mos.

Order size (not age)	6 mos.	12 mos.	18 mos.	
If chest is:	18	19	20	in.
If height is:	24½-26½	27-29	29½-31½	in.
Dress length is:	14	15	16	in.
Coat length is:	14½	15½	16½	in.

H KNIT COTTON, 2-button shoulder opening, snap fastened crotch. Washable. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shpg. wt. 5 oz.
29 E 6602—Lt. blue 29 E 6603—Yellow
29 E 6610—White Each.........89¢

Easy Terms are available . . see inside back cover for details.

SIZES 6 TO 18 MOS.



59c Ea. 3 for $1.73 — **79c** Ea. 2 for $1.55 — Last Fall Price for Same Quality was ~~$1.29~~ **NOW 98c** each

Cotton Sunsuit

EMBROIDERED BIB-TOP, rickrack trim at waist. Suspender straps button in back. Washable. *Sizes* 6 mos., 12 mos., 18 mos.; see chart, page 19. *State size.* Shpg. wt. 4 oz.
29 E 6260—Yellow
29 E 6261—Lt. blue
29 E 6262—White
Ea. 59c; 3 for $1.73

Cotton Dress

COTTON LACE TRIM on collar, rickrack on yoke. Tiny check print on fine cotton. Washfast. *Sizes* 6 mos., 12 mos., 18 mos.; see chart, page 19. *State size.* Shpg. wt. 4 oz.
29 E 6069—Red.79c
29 E 6070—Med. blue..........79c
2 for........$1.55

Cotton Broadcloth Dresses

COTTON LACE collar edging and embroidery on cotton broadcloth. Washable. *Sizes* 6 mos., 12 mos., 18 mos.; see size chart, page 19. *State size.* Shipping weight 6 oz.
29 E 6071—Lt. blue
29 E 6072—Pink
29 E 6073—Yellow
Each..........98c

EMBROIDERED WHITE YOKE, rickrack trim on white collar. Checked cotton broadcloth. Washable. *Sizes* 6 mos., 12 mos., 18 mos.; see size chart, page 19. *State size.* Shpg. wt. 5 oz.
29 E 6074—Red.98c
29 E 6075—Med. blue..........98c





$1.98 set — **$2.98** set

INFANTS' DRESSES with matching slips

COTTON BATISTE dress and slip set, has its cute collar style dress trimmed with lots of embroidery, exceptional at Sears modest price. Has puff sleeves, ribbon trim and deep, generous hem for lengthening. Well made . . . neatly finished. Matching slip has lace edged ruffle bottom. In soft, sheer, hand washable cotton batiste. *Sizes* 6 mos., 12 mos., see size chart, page 19. *State size.* Shipping weight 5 oz.
29 E 6133—White.......Set $1.98

RAYON CREPE party or christening dress and slip set. Dainty cotton lace edging around collar. Rayon satin ribbon on front yoke and lace panels down the pleated front. Buttons in back. Good quality rayon crepe is hand washable. Slip to match in same fabric. *Sizes* 6 months, 12 months; see size chart, page 19. *State size.* Shipping weight 5 ounces.
29 E 6103—Pink.......Set $2.98
29 E 6104—Lt. blue....Set 2.98







Last Fall Price Was ~~$1.09~~ **98c**

79c Ea. 2 for $1.55 — **$1.29**

INFANTS' DRESSES of embroidered cotton batiste

GOOD QUALITY cotton batiste in attractive collarless style. Pink and blue embroidery on yoke. Hand washable. *Sizes* 6 mos., 12 mos.; chart, page 19. *State size.* Shipping weight 4 ounces.
29 E 6144—White, pink and blue trim. Ea. 79c; 2 for $1.55

DAINTY DRESS of fine sheer cotton batiste, styled with embroidered yoke, embroidered front panel. Deep hem. Hand washable. *Sizes* 6 mos., 12 mos.; chart, page 19. *State size.* Shipping weight 4 oz.
29 E 6115—White. Ea. 98c; 2 for $1.93

BETTER QUALITY cotton batiste. Embroidery on collar and front panel. Ribbon trim. Hand wash. *Sizes* 6 mos., 12 mos.; see chart, page 19. *State size.* Shpg. wt. 4 oz.
29 E 6145—Pink
29 E 6146—Lt. blue
29 E 6147—White
Each.........$1.29



$1.39 — **$1.69** set — **$1.98** each

OUR PRETTIEST COTTON DRESSES for little girls . . 6 mos. to 18 mos.

SHEER DIMITY with embroidery and rickrack trim on bodice. Tie-back sash. Hand wash. *Sizes* 6 mos., 12 mos., 18 mos.; see size chart, page 19. *State size.* Shipping weight 6 oz.
29 E 6076—Lt. blue
29 E 6077—Yellow
Each........$1.39

KNIT COTTON dress slips on . . . no buttons. Matching panty has elastic in back. Washable. *Sizes* 6 mos., 12 mos., 18 mos.; see chart, page 19. *State size.* Shpg. wt. 6 oz.
29 E 6038—Yellow
29 E 6039—Pink
29 E 6040—Lt. blue
2-pc. set.....$1.69

DOTTED SWISS DRESS has smocked, embroidered bodice, embroidered ruffling. Tie-back sash. Hand wash. *Sizes* 6 mos., 12 mos., 18 mos.; see chart, page 19. *State size.* Shpg. wt. 5 oz.
29 E 6078—Yellow
29 E 6079—Lt. blue
29 E 6080—Pink
Each..........$1.98

COTTON BROADCLOTH Sheer lawn ruffles at neckline, bodice, waist, sleeves. Rickrack, button trim. Washable. *Sizes* 6 mos., 12 mos., 18 mos.; see size chart, page 19. *State size.* Shipping weight 6 oz.
29 E 6081—Lt. blue
29 E 6082—Pink
Each..........$1.98







Last Fall Price Was ~~89c~~ **79c**

59c Ea. 3 for $1.73 — **98c** Ea. 2 for $1.93

INFANTS' lace-trimmed Slips

GOOD QUALITY cotton batiste with embroidered trim. Ruffled at bottom. Hand washable. *Sizes* 6 mos., 12 mos.; see size chart on page 19. *State size.* Shpg. wt. 4 oz.
29 E 6142—White 59c
3 for..........$1.73

BETTER QUALITY cotton batiste. Buttoned shoulder. Embroidery, lace trim. Hand washable. *Sizes* 6 mos., 12 mos., see chart, page 19. *State size.* Shpg. wt. 4 oz.
29 E 6143—White 79c
2 for..........$1.55

Day Gown

LONG BUTTON-FRONT gown of good quality cotton batiste with cotton lace trim. Hand washable. *One size*—fits up to 9 months. Shipping weight 3 ounces.
29 E 6148—White 98c
2 for.........$1.93



Actual photo of 29 E 6123 shows quality of fine hand embroidery used on all Sears Philippine wear.

Christening Sets, Dresses, Slips, Sunsuits .. created by the nimble fingers of skilled Philippine needlewomen, renowned the world over for their exquisite work on lingerie and dainty children's apparel.

Made by Hand.. Embroidered by Hand in the Philippine Islands







DRESSES, SUNSUITS, SIZES 1 TO 3

A DRESS of combed cotton batiste. Embroidery on bodice, scalloped collar, cuffs, 2 pockets. Tie-back sash. Hand wash. *Sizes* 1, 2, 3; see size chart on page 14. *State size.* Shpg. wt. 3 oz.
29 E 6331—Pink....$2.98
29 E 6332—Lt. Blue. 2.98
29 E 6333—Yellow.. 2.98

B SUNDRESS. Combed cotton batiste. White top, embroidered to match colored skirt. Hand wash. *Sizes* 1, 2, 3; see size chart, page 14. *State size.* Shpg. wt. 3 oz.
29 E 6400—White with pink
29 E 6401—White with blue
29 E 6402—White with yellow.......Each $1.98

C SUNSUIT of fine cotton broadcloth. Buttoned back suspenders, buttoned sides. Embroidered pocket. For boy or girl. Hand wash. *Sizes* 1, 2, 3; chart page 14. *State size.* Shpg. wt. 3 oz.
29 E 6592—Lt. blue.$1.98
29 E 6593—White.. 1.98
29 E 6594—Yellow.. 1.98

D SUNSUIT of cotton broadcloth. Embroidered ruffling all around and on 2 pockets. Button back suspenders, button sides. Hand wash. *Sizes* 1, 2, 3; see chart page 14. *State size.* Shpg. wt. 4 oz.
29 E 6595—Pink....$2.49
29 E 6596—Lt. blue. 2.49
29 E 6597—Yellow.. 2.49

SIZES 6 TO 18 MOS.

E DRESS. Embroidered combed cotton batiste. Embroidered collar, cuffs, yoke and skirt. 4 tucks in back. Hand wash. *Sizes* 6 mos.; 12 mos.; 18 mos.; chart, page 19. *State size.* Shpg. wt. 4 oz.
29 E 6000—Pink............$1.98
29 E 6001—Light blue....... 1.98

F SUNSUIT. Embroidered cotton broadcloth. Button-on suspenders, buttoned sides and crotch. 2 back pleats. Hand wash. *Sizes* 6 mos. 12 mos.; 18 mos.; see chart page 19. *State size.* Shpg. wt. 3 oz.
29E6257–Lt. blue. 29E6258–White
29E6259–Yellow Each $1.59

G CREEPER. Cotton broadcloth. Embroidered front, collar, cuffs. All around belt. Hand wash. *Sizes* 6 mos., 12 mos, 18 mos; see chart page 19. *State size.* Shpg. wt. 4 oz.
29E6613–Lt. blue. 29E6614–White
29E6615–Yellow Each $1.98

INFANTS' SIZES 6 MOS., 12 MOS.

H CHRISTENING SET. 15-inch dress, matching slip of cotton batiste.. both embroidered. Ribbon trim. Assorted styles; no choice. Hand wash. *Sizes* 6 mos., 12 mos; see chart page 19. *State size.* Shpg. wt. 4 oz.
29 E 6130—White....Set $2.98

J CHRISTENING SET. Longer .. 21-inch length dress and matching slip of cotton batiste .. both lavishly embroidered. Ribbon trim. Hand wash. One size fits to 9 mos. Shipping weight 4 ounces.
29 E 6131—White....Set $3.39

INFANTS' DRESSES of fine cotton batiste. All hand made, of equal quality workmanship .. priced according to the amount of hand embroidery. White. Assorted styles; no choice. Hand wash. *Sizes* 6 mos., 12 mos; see chart page 19. *State size.* Shpg. wt. each 3 oz.
K 29 E 6101—$1.39 **L** 29 E 6111—$1.98 **M** 29 E 6123—$2.98

INFANTS' SLIPS of fine cotton batiste. Hand scalloped at neck, armholes and all around bottom. Hand wash. *Sizes* 6 mos., 12 mos.; see size chart on page 19. *Please state size.*

N *Plain style* in white. Shipping weight 3 ounces.
29 E 6102................98c

P *Embroidered slip*, was $1.49 last Fall. Shpg. wt. 3 oz.
29 E 6112—White........$1.29

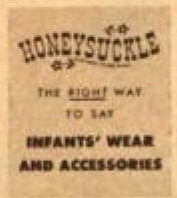


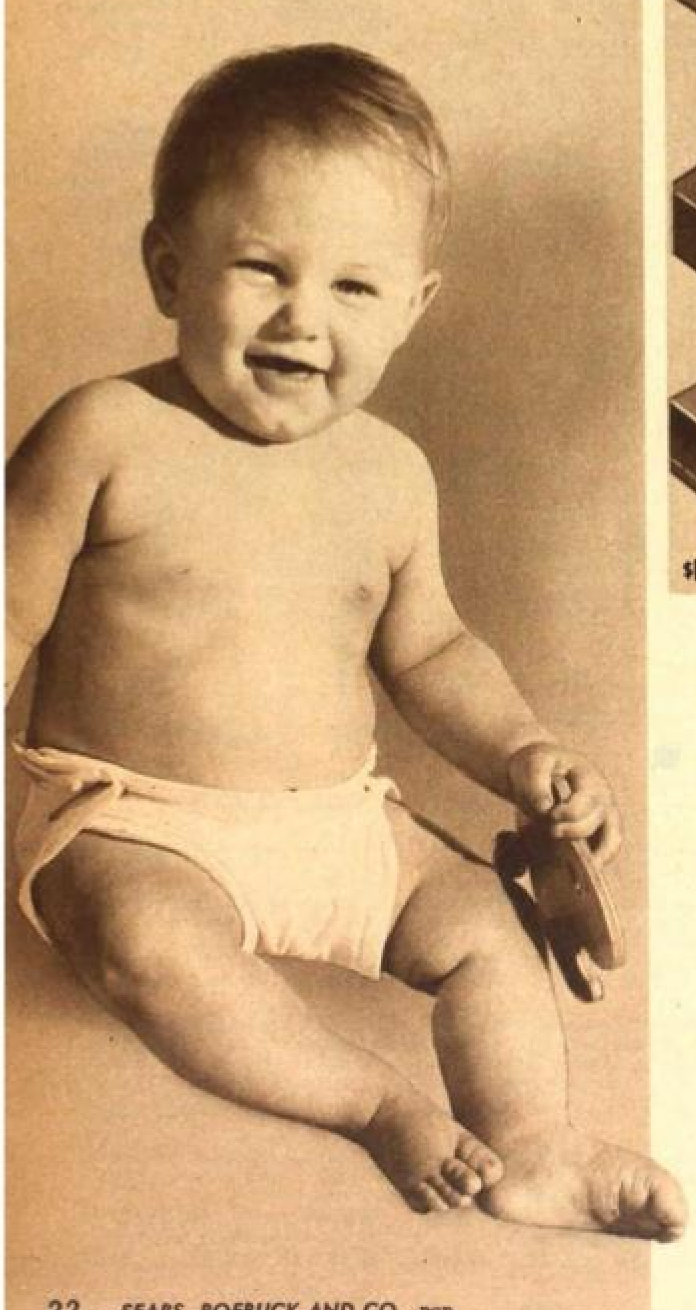
BIRDSEYE DIAPERS
are strong . . super absorbent

THE HONEYSUCKLE LABEL

appears only on Infants' Goods sold by Sears . . it stands for

- Garments designed for Baby's health
- Sizes scientifically cut for ease
- Fabrics woven or knit for service
- Yarns selected for uniform strength
- Close, even stitches for long wear
- Seams finished smoothly for comfort
- Washability checked by strict tests
- Value assured at Sears fair prices





SEARS HONEYSUCKLE DIAPERS . . come in

12 for $2.39
Good . . 27x27 in.

GOOD QUALITY BIRDSEYE diapers at a low price typical of Sears values in all infants' goods. Woven of selected cotton yarns in the familiar "Birdseye" pattern. Strong, long-wearing, washable. Bleached snowy white, neatly hemmed and sealed in dustproof packages. *Regular size* 27 x 27 inches. Shipping weight 1 pound 6 ounces.
29 E 5052—Good quality Birdseye Diapers—12 for $2.39

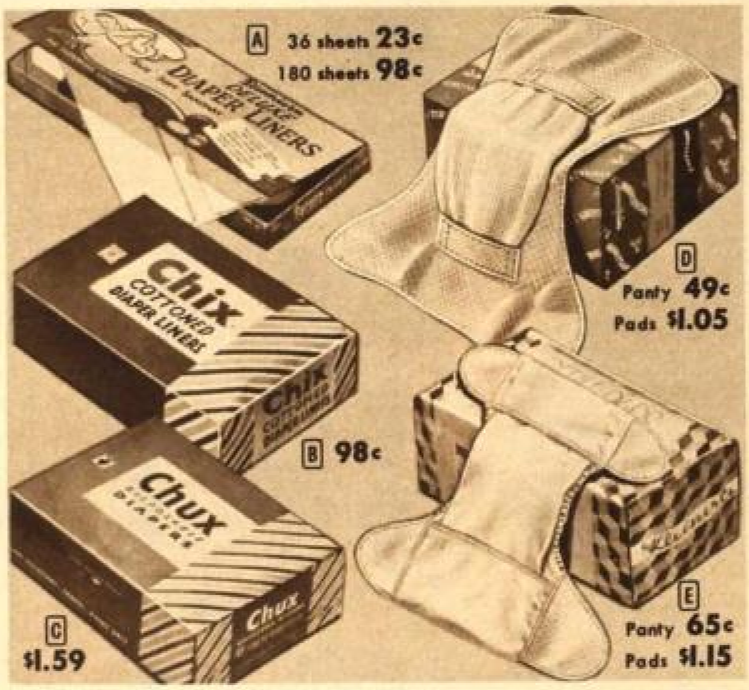
Last Fall Price Was 12 for ~~$2.89~~ **12 for $2.79**
Our best . . 27 x 27 in.

12 for $3.29
Our Best . . 30 x 30 in.

OUR BEST QUALITY BIRDSEYE DIAPERS in two sizes. More closely woven of finer, smoother cotton yarns for greater strength, longer service, higher absorbency and resistance to safety pin holes. Bleached snowy white, all neatly hemmed and packed in sealed, dustproof packages for your Baby's protection. Made to meet Sears strictest standards of quality. Washable.

Regular Size
27 x 27 inches in our best quality birdseye. Shipping weight 1 pound 8 ounces.
29 E 5053—12 for $2.79

Extra Large Size
30 x 30 inches diapers in our best birdseye. Shipping wt. 1 pound 10 ounces.
29 E 5054—12 for $3.29





DISPOSABLE Diaper liners . . Panties and Pads

A DENNISON'S diaper linings. Made of highly absorbent cellulose. Use once inside diaper and discard. White.
Package of 36 sheets
29 E 5121—Shpg. wt. 5 oz. . . 23c
180 sheets in dispenser box
29 E 5122—Shipping weight 1 pound 4 ounces. 98c

B "CHIX" COTTONED diaper liners. Made of soft cottony non-woven fabric, delicately scented. Use inside regular diaper. Size 9½x13 in. Package of 84 (Shpg. wt. 1 lb. 9 oz.).
29 E 5103—White. Postpaid 98c

C "CHUX" DISPOSABLES. Made of cotton gauze, soft cellulose paper. Moisture-retarding back. *State size.* Small fits up to 12 lbs. Package of 40. Large fits over 12 lbs. Package of 25. Postpaid. (Shipping weight 2 pounds 8 ounces.)
29 E 5104—White. $1.59

D HONEYSUCKLE PANTY of water-repellent cotton birdseye. Pin on like a diaper. Use with Honeysuckle pads described below. Washable. White. *Regular* fits up to 15 lbs. *Large* fits over 15 lbs. *State size.*
29 E 5119—Shpg. wt. 5 oz. . . 49c
Honeysuckle Disposable Pads to fit panty, package of 48. Cotton and sanitary gauze. Shipping weight 2 pounds.
29 E 5120—White. $1.05

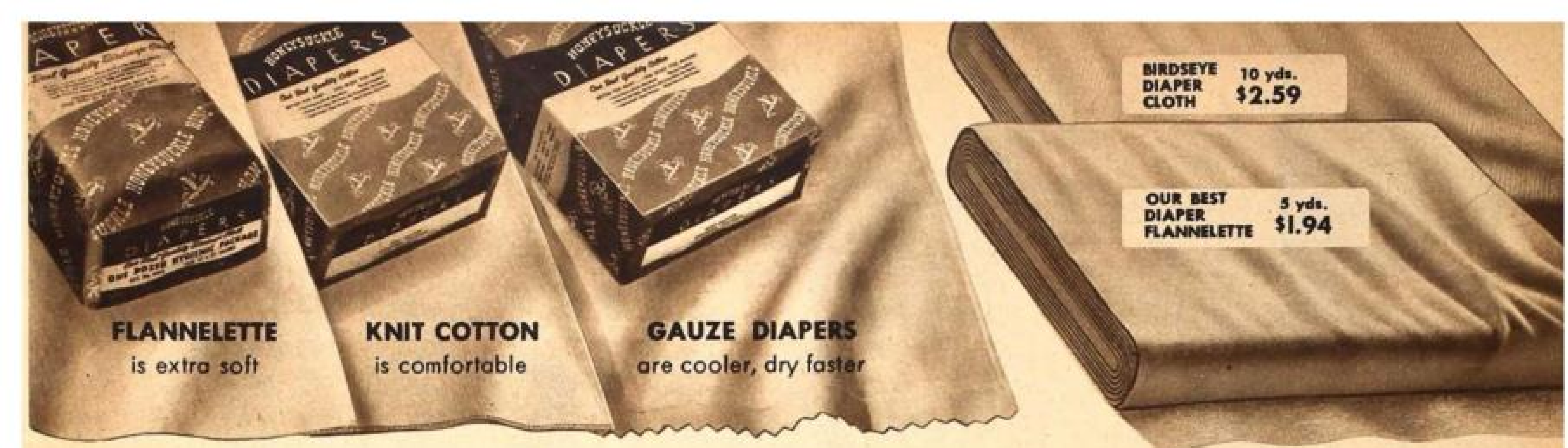
E KLEINERT'S PAD PANTY is made of waterproof opaque plastic. Use with Kleinert's pads described below. Hand washable. White. *Sizes* 6 mos. 1, 2. *Please state size.* Shipping weight 5 ounces.
29 E 5115. . . . . 65c
Kleinert's Disposable Pads, to fit panty, package of 48. Soft cellulose paper. White. Shipping weight 2 lbs. 2 oz.
29 E 5124. . . . . $1.15

GAUZE diapers

F CHIX, nationally famous brand of gauze diapers woven of surgical-type cotton yarns in special Birdseye pattern weave for extra absorbency. Soft, comfortable for Baby. Light, cool, quick to dry. Washable. Size 20x40 in. Postpaid. (Shpg. wt. 1 lb. 14 oz.)
29 E 5076—White. . 12 for $3.75

G CURITY, nationally famous brand gauze diapers, with permanently woven-in fold line, helps mother fold correct size as Baby grows. Surgical-type absorbent cotton yarns. Quick drying. Washable. Size 21x40 inches. Postpaid. (Shpg. wt. 1 lb. 14 oz.)
29 E 5077—White. . 12 for $3.75

See opposite page for Sears own Honeysuckle brand of Gauze Diapers in 2 qualities. Easy Terms are available . . see inside back cover for details.



four popular fabrics . . made to our specifications

12 for $2.39
27x27 in.

FLANNELETTE closely woven of fine cotton yarns and napped on both sides to provide a fluffy, comfortable texture. Strong, absorbent, retains nap through repeated wear. Bleached snowy white, neatly hemmed, sent to you in sealed dustproof packages. Washable. *Size* 27 x 27 in. Shipping weight 1 pound 6 ounces.
29 E 5027—12 for....$2.39

12 for $2.98
About 9x18 in.

KNIT COTTON DIAPERS need no folding . . tubular knit to make a double fabric piece. Because they stretch to fit your Baby . . less chafing . . less binding. Knit of 2-ply long staple cotton yarns. Napped for extra absorbency. *Bleached white.* Dustproof, sealed package. Washable. *Size* about 9x18 in. Shipping wt. 1 lb. 7 oz.
29 E 5057—12 for....$2.98

12 for $2.66
Good . . 20x40 in.

12 for $2.98
Our Best . . 21x40 in.

GAUZE DIAPERS IN OPEN, POROUS WEAVE. Two layers of soft, fine cotton gauze are woven together in a smooth, pinked selvage to avoid bulky hemming. Washes easily, dries quickly. Folds without excessive bulk. *Bleached white.* Dustproof package.
Good Quality Gauze Diapers. Shipping weight 1 pound 15 ounces.
29 E 5073—*Size* 20x40 in.....12 for $2.66
Our Best Quality Gauze Diapers. Woven of surgical-type cotton yarns . . more threads per square in. Shipping weight 2 lbs. 1 oz.
29 E 5074—*Size* 21x40 in......12 for $2.98

DIAPERS BY THE YARD . . 4 fabrics

Have *enough* Diapers! . . . and a thrifty way to get an adequate supply is to buy in quantity, make them yourself. You'll also have the added advantage of knowing they'll be big enough, or small enough to fit *your* baby. Choice of 4 fine cotton fabrics, all absorbent, downy soft, stand up under hard usage. Bleached white.

BIRDSEYE DIAPER CLOTH. 27-in. wide. 10 yds. make 13, 27x27 in. diapers. Order in 10-yd. lots only. Shpg. wt. 2 lbs.
36 E 2727—10 yds. for $2.59

OUR BEST DIAPER FLANNELETTE—5 yds. make 10, 18x36-in. diapers. 5-yd. lengths. 36-in. width. Shpg. wt. 2 lbs.
36 E 4174—5 yds. for...$1.94

ECONOMY 36-IN. DIAPER FLANNELETTE. 5 yds. make 10, 18x36 in. diapers. Order in 5-yd. lots only. Shpg. wt. 1 lb. 14 oz.
36 E 4171—5 yds. for....$1.54

ECONOMY 27-IN. DIAPER FLANNELETTE. 10-yd. lots only. 10 yds. make 13, 27x27 in. diapers. Shpg. wt. 10 yds. 3 lbs. 2 oz.
36 E 4168—10 yds. for...$2.29





CARRY-ALL BAGS . . handy for Mother

[A] QUILTED PLASTIC BAG, shoulder strap style, lined with waterproof plastic. 2 bottle loops. Snap fastened flap. *Size* about 10x9¼x3 in. Clean with damp cloth. Shipping weight 8 oz.
29 E 5129E—Light blue
29 E 5130E—Pink
Each....................98c

[B] QUILTED PLASTIC BAG . . with separate envelope for soiled diapers. Lined with waterproof plastic. Shoulder strap, 2 bottle loops. Clean with damp cloth. *Size* about 13½x11½x3¾-in. Shipping wt. 1 lb. 2 oz.
29E5131E–Light blue....$1.98
29E5132E–Pink........ 1.98

[C] ZIP-CLOSED BAG of heavy gauge plastic. Separate plastic bag for soiled diapers. 2 bottle loops. Lined with waterproof plastic. Clean with damp cloth. *Size* about 8 x 7½ x 8 inches. Shipping weight 14 oz.
29 E 5187E—Navy blue. $2.39
29 E 5188E—Red....... 2.39

[D] HEAVY GAUGE PLASTIC BAG. Separate container for soiled diapers, shoulder strap. 2 bottle bags help keep bottles warm. Lined with waterproof plastic. Clean with damp cloth. *Size* about 11¼x9 in. Shpg. wt. 1 lb. 8 oz.
29E5184E–Navy blue...$3.59
29E5185E–Medium tan.. 3.59

[E] EXTRA ROOMY UTILITY BAG of sturdy cotton twill, with lining of synthetic rubberized cotton. Top zipper. *Size* about 14½x8½x6 inches. Shipping weight 1 pound 2 ounces.
29 E 5140E—Navy blue....$1.73   29 E 5141E—Brown. $1.73

Prices of carry-all bags include 20% Federal Excise Tax

WATERPROOF PANTIES . . cut full to fit comfortably over diapers

[F] PLASTIC BLOOMER. Elastic waist, legs. Hand wash. *Sizes* 3 mos., 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. each 2 oz. *Color:* White.
29 E 5150—Each....29c
3 for...............85c

[G] HONEYSUCKLE LATEX seamless panty. Hand wash. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. each 2 oz. *Color:* White.
29 E 5151—Each....29c
3 for...............85c

[H] Was 49c Last Fall. Plastic snap panty. Elastic waist, legs. Hand wash. *Sizes* 3 mos., 6 mos., 12 mos., 18 mos. *Clear white.* Shpg. wt. ea. 3 oz.
29 E 5172—*State size.*
Each 45c; 3 for..$1.32

[J] PLASTIC seamless ventilated panty. Extra full. Elastic waist, legs. Hand wash. *Sizes* 6 mos., 12 mos., 18 mos. *White.* Shpg. wt. ea. 3 oz.
29 E 5155—*State size.*
Each 49c; 3 for...$1.44

[K] FINE COUNT COTTON coated with rubber. Elastic at waist, legs. Hand wash. *Sizes* 3 mos. 6 mos., 12 mos., 18 mos. *White.* Shpg. wt. ea. 3 oz.
29 E 5186—*State size.*
Each 59c...3 for $1.73

[L] "PLAYTEX" panty of latex. Seamless. Hand wash. *Sizes* 3 mos., 6 mos., 12 mos., 18 mos. *Please state size.* Shipping weight 2 ounces.
29 E 5156—Flesh...66c
29 E 5152—White...66c

[M] Was 75c Last Fall. "KLEINERT'S" softex plastic coated rayon. Hand wash. *Sizes* 3 mos., 6 mos., 12 mos., 18 mos. *White.* Shpg. wt. ea. 2 oz.
29 E 5167—*State size.*
Each 72c; 2 for...$1.41

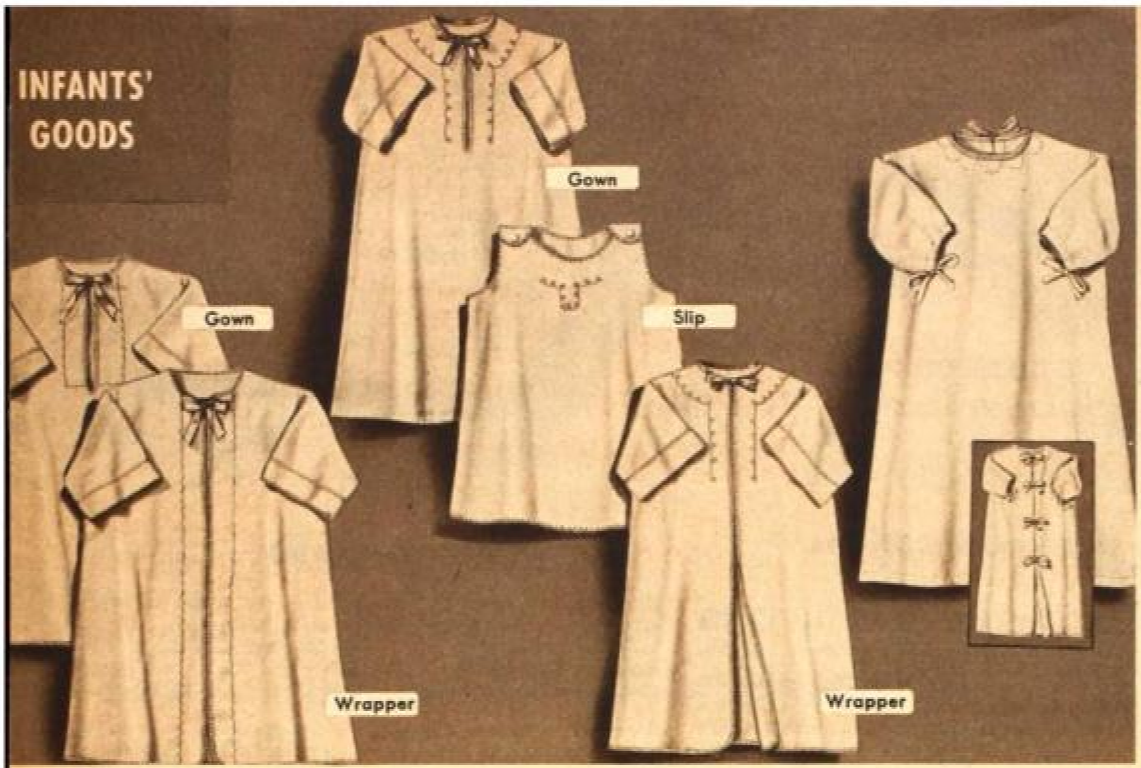
[N] NYLON coated with plastic. Snaps. Elastic waist, legs. Hand wash. *Sizes* 3 mos., 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. 3 oz.
29 E 5171—White, Ea. 89c
3 for............$2.62

Waterproof Panty Size Chart: 3 mos. (up to 13 lbs.); 6 mos. (14-18 lbs.); 12 mos. (19-22 lbs.); 18 mos. (23-25 lbs.).



Gum Rubber Waterproof Panties

A new low price for a pure rubber panty. Shirred at waist and legs for snug fit. Hand wash. *Sizes* 6 mos., 12 mos., 18 mos. *Please state size.* Shpg. wt. each 3 oz. *White.*
29 E 5159—Each 19c............3 for 55c







HONEYSUCKLE FLANNELETTES . . fleecy, warm, individually cellophane wrapped

49c each 3 for $1.44

Gown or Wrapper

GOOD QUALITY, medium weight flannelette. Full cut, correctly sized, finished neatly to give a Sears value at this low price. Shell stitched. Ribbon bow at neck. Washable. Cellophane wrapped. *Infants' size only*, fits up to 6 months. Shipping weight each 3 ounces.

Gown
29 E 5648M—White with blue trim
29 E 5649M—White with pink trim
Each........49c; 3 for......$1.44

Wrapper
29 E 5655M—White with blue trim
29 E 5656M—White with pink trim
Each........49c; 3 for......$1.44

Gown or Wrapper 59c Each 3 for $1.73
Slip 39c each 3 for $1.15

BETTER QUALITY. Finer, heavier weight flannelette. Sanforized, guaranteed not to shrink more than 1%. Longer-wearing, more attractive, beautifully trimmed. Washable. Each garment individually wrapped in cellophane. *Infants' size only*, fits up to 6 months. Shipping weight each 4 ounces.

Gown . . embroidery and rayon satin ribbon trim.
29 E 5615M—White; blue trim. Ea. 59c; 3 for $1.73
29 E 5616M—White; pink trim. Ea. 59c; 3 for 1.73

Wrapper . . embroidery, rayon satin ribbon trim.
29 E 5680M—White; blue trim. Ea. 59c; 3 for $1.73
29 E 5681M—White; pink trim. Ea. 59c; 3 for 1.73

Slip . . embroidery trim, button shoulders.
29 E 5682M—White; blue trim. Ea. 39c; 3 for $1.15
29 E 5683M—White; pink trim. Ea. 39c; 3 for 1.15

79c ea. 2 for $1.55

Hospital Gown

SANFORIZED FLANNELETTE (Maximum fabric shrinkage 1%), warm heavy-weight and softly napped. Opens all the way down the back, easy to change . . gives complete protection. 3 tape ties. Drawstring sleeves for added comfort. Individually wrapped in cellophane. Washable. *Infants' size only*, fits up to 9 mos. Shpg. wt. each 5 oz.
29 E 5619—White
Each 79c; 2 for...$1.55

Cotton Crepe

Gown or Wrapper 59c Ea. 3 for $1.73

COTTON CREPE GOWN MATCHING WRAPPER . . . washable, needs no ironing. Contrasting stitching, dainty ribbon trim. White. *Infants' size only*, fits up to 6 mos. Shpg.wt.ea.3 oz.

Gown
29 E 5690M—Blue trim
29 E 5691M—Pink trim
Each. . 59c; 3 for $1.73

Wrapper
29 E 5692M—Blue trim
29 E 5693M—Pink trim
Each. . 59c; 3 for $1.73

Sleeveless Knit Shirts

Choice of 3 qualities

Made of combed cotton yarns. Washable. Lengths 10, 12, 14, 16 in.; see size chart on opposite page. *State length*. Shipping wt. 5 oz. for three.

[A] GOOD QUALITY rib knit. Hemmed. White.
29 E 5708........3 for 57c

BETTER QUALITY. Swiss rib. Hemmed. White.
29 E 5700........3 for 87c

[B] OUR BEST sleeveless shirt has patented slip-on neckline. Pin-tabs at bottom. White.
29 E 5707.....3 for $1.09





HONEYSUCKLE Knit Cotton Gowns

KNIT COMBED cotton gown. Fastens with three tape ties. Drawstring closures at sleeves and bottom for chill-chasing, draft-defying cozy warmth. Washable. *Infants' size only*, fits up to 6 mos. Shpg. wt. each 6 ounces.
29 E 5761—White
Ea. 74c; 3 for $2.15

KNIT COTTON GOWN. Has patented slip-on neck opening. Easy to put on over Baby's head. Drawstring closures at sleeves and bottom. Washable. *Infants' size only*, fits up to 6 mos. Shipping weight each, 5 ounces.
29 E 5771—White
Ea. 89c; 2 for $1.75

HAND EMBROIDERED knit combed cotton gown. Drawstring closures at sleeves and bottom. Washable. White with blue or pink trim. *Infants' size only*, fits up to 6 months. Shpg. wt. each, 6 ounces.
29 E 5765—Blue trim
29 E 5766—Pink trim
Ea. $1.29; 2 for $2.52

KNIT COTTON Wrappers

GOOD QUALITY knit combed cotton. Easy to wash, needs no ironing. Dainty stitch trim on front and cuffs. Full cut. Two tape ties at neckline. Washable. *Infants' size only*, fits up to 6 months. Shipping weight each, 5 ounces.
29 E 5772—White
Ea. 74c; 3 for $2.15

PASTEL COLORED knit combed cotton wrapper in light blue or pink. Ribbon bows. Fancy stitch trim on front and cuffs. Washable. *One size*, fits up to 6 mos. Shipping weight each, 5 ounces.
29 E 5763—Lt. blue
29 E 5764—Pink
Ea. 98c; 2 for $1.93

Warm Robe Set

Bundle up baby in cotton blanket cloth robe with matching bootees. Rayon cord tie. Applique design on collar. A welcome gift for any new baby. Washable. *One size*, fits up to 9 months. Shpg. wt., set 1 lb.
29 E 5600—Lt. blue
29 E 5601—Pink
3-pc. set......$1.98

Infants' Cozy Sacques

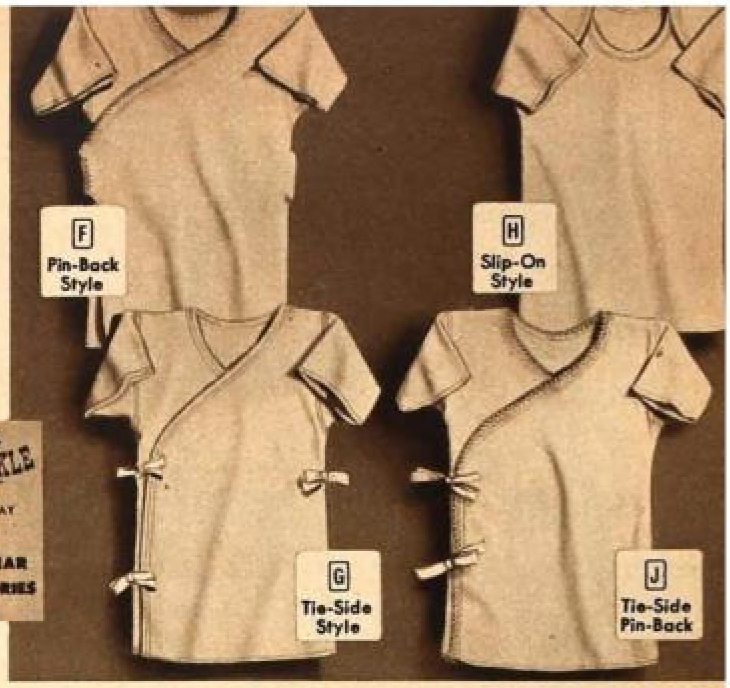
[C] FLANNELETTE in assorted floral prints. Washable. *One size*, fits up to 6 mos. Shipping weight each 3 ounces.
29 E 5634—Each 33c; 2 for 65c

[D] WARMER SACQUE of Cotton Blanket Cloth. Applique design on front; ribbon trim at neckline and down the front. Washable. *One size*, fits up to 9 mos. Shpg. wt. ea. 4 ounces.
29 E 5687—Lt. blue....Each 59c
29 E 5688—Pink.......Each 59c
29 E 5689—White......Each 59c
2 for.......................$1.15

Buy all your baby needs on Easy Terms. See inside back cover for details.







Last Fall Price Was ~~29¢~~ each — NOW 35c each, 3 for $1.00

HONEYSUCKLE KNIT COMBED COTTON . . shirts designed for Baby's comfort

GOOD QUALITY MEDIUM WEIGHT infants' cotton shirts. Rib-knit of soft, combed yarns. *Please state length.* White. Washable. Shipping weight each 3 oz.

[A] *Pin-Back Style* knit cotton shirt. *Lengths* 10, 11, 12, 14 inches.
29 E 5799—Short Sleeves
Each. . . .35c; 3 for. $1.00

[B] *Tie-Side Style* knit cotton shirt. *Lengths* 10, 11, 12, 14 inches.
29 E 5797—Short Sleeves
Each. . . .35c; 3 for. $1.00

47c each 3 for $1.39

BETTER QUALITY heavier weight rib knit cotton. Finer, softer combed cotton yarns. Full cut, generously sized, longer-wearing. Smooth, neatly finished seams. White. Washable. *State length.* Shpg. wt. each 4 oz.

[C] *Pin-Back Style. Lengths* 10, 11, 12, 14 inches.
29 E 5744—Short sleeves. . . . Each 47c. .3 for $1.39
29 E 5743—Long sleeves. . . . .Each 47c. .3 for 1.39

[D] *Slip-On Style. Lengths* 10, 11, 12, 14, 16 inches.
29 E 5748—Short sleeves. . . . Each 47c. .3 for $1.39
29 E 5747—Long sleeves. . . . .Each 47c. .3 for 1.39

[E] *Tie-Side Style. Lengths* 10, 11, 12, 14 inches.
29 E 5746—Short sleeves. . . . Each 47c. .3 for $1.39
29 E 5745—Long sleeves. . . . .Each 47c. .3 for 1.39

56c each 3 for $1.65 in Cotton

OUR BEST QUALITY . . heaviest weight cotton shirts. Rib knit of our finest combed yarns. Washable. White. *State length.* Shpg. wt. ea. 4 oz.

[F] *Pin-Back Style. Lengths* 10, 11, 12, 14 in. *State length.*
29 E 5738—Short sleeves
29 E 5737—Long sleeves
Each. . . . . .56c; 3 for $1.65

[G] *Tie-Side Style. Lengths* 10, 11, 12, 14, 16 in. *State length.*
29 E 5730—Short sleeves
29 E 5729—Long sleeves
Each. . . . . .56c; 3 for $1.65

[H] *Slip-on Style. Lengths* 11, 12, 14, 16 in. *State length.*
29 E 5732—Short sleeves
29 E 5731—Long sleeves
Each. . . . . .56c; 3 for $1.65

[J] *Combination Tie-Side, Pin-back. Lengths* 10, 11, 12, 14 in.
29 E 5734—Short sleeves
29 E 5733—Long sleeves
State length. Each 56c; 3 for $1.65

10% Wool, 90% Combed Cotton Shirts 69c each 3 for $2.03
Washable. Cream color. Long sleeves. Shipping weight each 4 ounces.

[G] *Tie-Side Style. Lengths* 10, 11, 12, 14, 16 in. *State length.*
29 E 5739—Ea. . .69c; 3 for $2.03

[H] *Slip-on Style. Lengths* 10, 11, 12, 14, 16 in. *State length.*
29 E 5741—Ea. . .69c; 3 for $2.03

Size Chart for Shirts

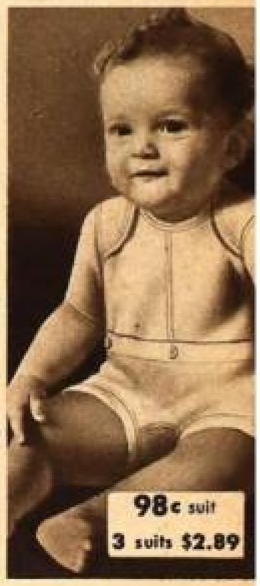
Order length:	10	11	12	14	16
If weight is: (up to)	13	14-18	19-22	23-25	26-30 lbs.

Size Chart for Training Panties

Order size:	6 mos.	1	2	3	4
If weight is (up to)	18	19-22	23-28½	29-32½	33-37 lbs.







Training Panty

[K] New low price for a good quality combed cotton training panty. Elastic all around waist. Double fabric crotch. Washable. *Sizes* 1, 2, 3, 4. *Please state size.* Shipping weight 9 ounces for three.
29 E 5776—White
3 for. 59c

See inside back cover for details of Sears Easy Payment Plan.

HONEYSUCKLE Training Pants knit of combed cotton

[L] DOUBLE FABRIC knit cotton training panty with triple fabric crotch. Elastic all around waist. White. Washable. *Sizes* 1, 2, 3, 4. *State size.* Shpg. wt. 9 oz. for three.
29 E 5742. . . . .3 for 89c

[P] RIB KNIT COTTON panty with deep double panel crotch has elastic at waist. Washable. *Sizes* 6 mos., 1, 2, 3, 4. *State size.* Shipping weight 9 oz. for three.
29 E 5780—White
3 for. $1.15

[M] RIB KNIT Cotton panty. Double fabric throughout. Elastic all around waist. Washable. *Sizes* 6 mos., 1, 2, 3, 4. *State size.* Shpg. wt. 12 oz. for three.
29 E 5775—White.
3 for. $1.15

[R] BOYS' STYLE panty. Fly-front. Extra wide elastic top. Good quality, knit combed cotton. Washable. *Sizes* 2, 3, 4. *State size.* Shpg. wt. 12 oz. for three.
29 E 5774—White
3 for. $1.29

[N] SWISS RIB KNIT combed cotton panty. All-around elastic. Double crotch. Washable. *Sizes* 1, 2, 3, 4. *Please state size.* Shpg. wt. 9 oz. for three.
29 E 5762—White
3 for. $1.15

[S] DURENE mercerized knit cotton. Washable. Elastic all around waist. Double fabric crotch. *Sizes* 6 mos., 1, 2, 3, 4. *State size.* Shpg. wt. 9 oz. for three.
29 E 5782—White
3 for. $1.47

New design slip-on Shirt

Two full length layers of fabric in front provide extra warmth. Easier to slip over Baby's head. Patented neck design opens wider than usual slip-on-shirt. Special set-in gussets at shoulders and under arms allow greater freedom of action. Rib knit of combed cotton yarns. White. Washable. *Lengths* 11, 12, 14, 16 in. *Please state length.* Shipping weight each 4 ounces.
29 E 5767—Long sleeves.
29 E 5768—Short sleeves.
Each. . . . . .69c; 3 for $2.03

2-piece knit Suit

Fine Combed Cotton Patented slip-on shirt. Reinforced 3 button closing. Button-on training pants have double fabric crotch; elastic in back. Washable. *Sizes* 1, 2, 3, 4. *State size.* Shpg. wt. each suit 6 oz.
29 E 5750—White
Suit. . . . . . .98c; 3 for $2.89
Extra Training Panty Only. Shipping weight each, 3 oz.
29 E 5751—White
Each. . . . . .49c; 3 for $1.44





HERE'S WHAT YOU GET for only $10.95 . .

- 24 **Diapers**, Birdseye weave cotton size 27x27 in.
- 3 **Shirts**, knit cotton, tie side fastening. Long sleeve style
- 3 **Binders**, soft flannelette
- 1 **Gown**, soft, fleecy flannelette
- 1 **Wrapper**, soft flannelette
- 2 **Receiving Blankets**, medium weight cotton. Size 26x34 in.
- 1 **Waterproof Panty**, gum rubber
- 2 **Waterproof Sheets**, size 18x18 in. of 2-ply synthetic rubber
- 1 **Quilted Pad**, size 15x17 in. Cotton covered, cotton filled
- 3 **Bibs**, double faced flannelette
- 1 **Box Talcum Powder**, 4-oz. size
- 1 **Cake Castile Soap**, gentle, pure
- 1 **Bottle Baby Oil**, 6-oz. size
- 1 **Bunch Safety Pins**, assorted sizes on a handy clip

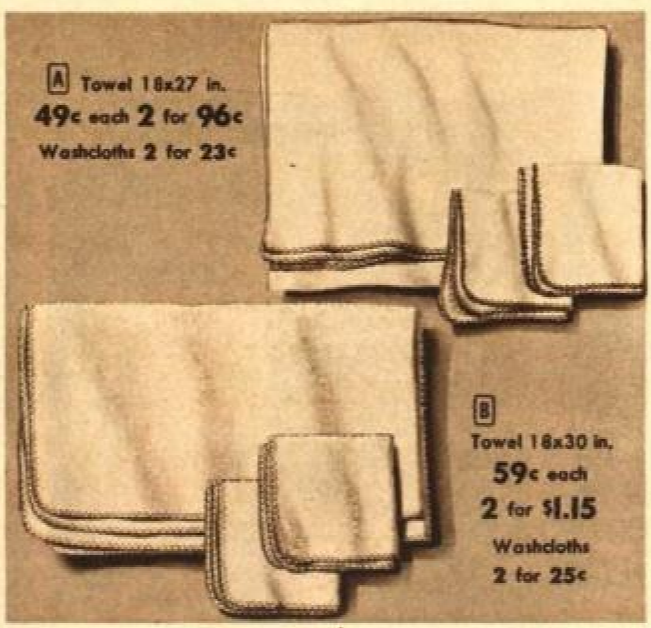
SEARS 45-PIECE LAYETTE is a real value at this economy price. Gown and wrapper in white with choice of pink or light blue trim. *Please state color of trim.* Shipping weight 8 pounds.
29 E 0611—45-piece layette, packed in sturdy box.............$10.95

HERE'S WHAT YOU GET . . including Parents' Magazine for 1 year . .

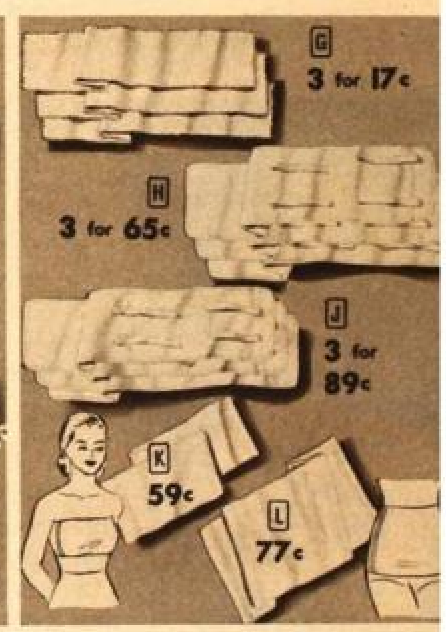
- 24 **Diapers**, Birdseye cotton, 27x27 in.
- 3 **Shirts**, medium weight knit cotton, tie side
- 3 **Binders**, better quality soft flannelette
- 1 **Gown**, better quality fleecy flannelette
- 1 **Wrapper**, better flannelette, matches gown
- 1 **Gown**, fine quality knitted cotton
- 1 **Wrapper**, knit cotton
- 3 **Receiving Blankets**, cotton, 26x34 in.
- 1 **Crib Blanket**, size 36x50 in. Medium weight good quality cotton. Stitched edge
- 1 **Waterproof Panty**, clear plastic
- 2 **Waterproof Sheets**, size 18x18 in. synthetic rubber, 2 ply construction
- 2 **Pads**, 12x14 in. Waterproofed flannelette
- 2 **Quilted Pads**, 17x18 in. Bleached cotton
- 2 **Prs. Long Stockings**, knit combed cotton
- 1 **Box of Talcum Powder**, 4 ounce size
- 1 **Cake Castile Soap**, gentle and pure
- 1 **Bottle Baby Oil**, 6 ounce size
- 2 **Bunches Safety Pins**, assorted sizes
- 3 **Bibs**, made of waterproof plastic
- **Parents' Magazine**, 1 full year's subscription includes 12 monthly issues

SEARS 56-PIECE LAYETTE provides more of the essential garments and bedding needed for baby's first months. Gowns, wrappers, in white with choice of pink or light blue trim. *State color of trim.* Shpg. wt. 10 lbs.
29 E 0612—56-pc. layette in box......$17.95









STOCKINGS

in 2 qualities

Full length cotton stockings. Seamless. White. Washable. *Sizes* 4, 4½, 5, 5½; see size chart page 12. *State size.* Shpg. wt. 6 oz. for 3 prs.

Good Quality. Knit of combed cotton.
29 E 5921
3 pairs for......79¢

Our Best. Mercerized combed cotton.
29 E 5922
3 pairs for......89¢

TOWELS, WASHCLOTHS in cotton knit or terry

[A] Knit Cotton towels, washcloths. White with blue or pink trim.

Towel 18x27 in. Shpg. wt. ea. 4 oz.
29 E 5205–Blue trim 49¢; 2 for 96¢
29 E 5206–Pink trim 49¢; 2 for 96¢
Extra Large Bath Towel 27x40 in. Shipping weight each 7 ounces.
29 E 5213–Blue trim 93¢; 2 for $1.82
29 E 5214–Pink trim 93¢; 2 for 1.82
Towel 20x40 in. Shpg. wt. ea. 5 oz.
29 E 5207–Blue trim 79¢; 2 for $1.55
29 E 5208–Pink trim 79¢; 2 for 1.55
Washcloths 9x9 in. Shipping weight 3 ounces for two.
29 E 5201–Blue trim.......2 for 23¢
29 E 5202–Pink trim.......2 for 23¢

[B] Terry Cotton towels, washcloths. White with blue or pink trim.

Towel 18x30 in. Shpg. wt. ea. 5 oz.
29 E 5255–Blue trim 59¢; 2 for $1.15
29 E 5256–Pink trim 59¢; 2 for 1.15
Extra Large Bath Towel 36x36 in. Shipping weight 10 ounces.
29 E 5259–Blue trim.....Each $1.49
29 E 5260–Pink trim.....Each 1.49
Towel 24x36 in. Shpg. wt. ea. 8 oz.
29 E 5257–Blue trim 98¢; 2 for $1.93
29 E 5258–Pink trim 98¢; 2 for 1.93
Washcloths 10x10 in. Shipping weight 3 ounces for two.
29 E 5247–Blue trim.......2 for 25¢
29 E 5248–Pink trim.......2 for 25¢

Easy Terms are available on all Baby things. See inside back cover for details.

BIBS for baby's mealtime

[C] Flannelette bibs in assorted floral prints. Double faced. Washable. *Size* abt. 7x8 in. Shpg. wt. 3 oz. for 3.
29 E 5230—Set of three bibs.......29¢

[D] Clear Plastic Bib with crumb-catcher. Waterproof. Hand wash. *Size* 11½x8 in. Shpg. wt. each 3 oz.
29 E 5223—Pink....Each 17¢; 3 for 49¢
29 E 5224—Lt. blue. Each 17¢; 3 for 49¢

[E] Terry Cotton Bib. White with color trim. Tape ties. Washable. *Size* 10x12 in. Shpg. wt. ea. 3 oz.
29 E 5231–Lt.blue trim.Ea. 19¢; 3 for 55¢
29 E 5232–Pink trim...Ea. 19¢; 3 for 55¢

[F] Clear Plastic. Shoulder yoke, crumb catcher. Waterproof. Hand wash. *Size* 17x14 in. Shpg. wt. ea. 3 oz.
29 E 5203–Lt. blue..Ea. 39¢; 3 for $1.15
29 E 5204–Pink.....Ea. 39¢; 3 for 1.15

BINDERS

Baby's Binders. Washable cotton. *Size abt.* 5x23 in.

[G] *Flannelette.* Pin-on style. Shpg. wt. 3 oz. for 3.
29 E 5790—White.3 for 17¢

[H] *Double Flannelette.* Tape ties. Wt. 3 oz. for 3.
29 E 5792—White.3 for 65¢

[J] *Double Knit.* Tape ties. Shpg. wt. 3 oz. for 3.
29 E 5791—White.3 for 89¢

Maternity Binders. Knit of combed cotton; reinforced stitching. For support after childbirth. Washable.

[K] *Breast Binder. Size* abt. 9x44 in. Shpg. wt. 6 oz.
29 E 5793—White......59¢

[L] *Abdominal Binder.* Abt. 14x38 in. Shpg. wt. 8 oz.
29 E 5794—White......77¢



HERE'S WHAT YOU GET when you buy Sears finest quality Honeysuckle Layette . .

24 **Diapers** . . . your choice of either *Birdseye Cotton*, 27x27 inch size or *Gauze Cotton*, 20x40 inch size
1 **Package 36 Diaper Liners**, Dennison's
4 **Shirts**, knit combed cotton, tie side
3 **Binders**, knit of soft combed cotton
2 **Gowns**, Sanforized flannelette . . . won't shrink more than 1%
2 **Wrappers**, Sanforized flannelette
1 **Gown**, knit combed cotton. Tapes.
1 **Wrapper**, knit combed cotton. Tapes.
4 **Receiving Blankets**, cotton . . . 26x34 in.
1 **Crib Blanket**, cotton . . . 36x50 inches
2 **Waterproof Panties**, rubberized cotton
1 **Diaper Cover**, waterproofed cotton
1 **Waterproof Sheet**, size 18x18 inches
1 **Waterproof Sheet**, size 18x27 inches
2 **Pads**, waterproofed flannelette 12x14 in.
2 **Quilted Pads**, cotton . . . 17x18 inches
2 **Pairs Long Stockings**, knitted cotton
1 **Box Talcum Powder**, 4-ounce size
1 **Cake Castile Soap**, gentle and pure
1 **Bottle Baby Oil**, 6-ounce size
1 **Box Absorbent Cotton**, 2-ounce size
2 **Bunches Safety Pins**, assorted sizes
2 **Towels**, knitted cotton . . . 16x24 inches
2 **Washcloths**, knitted cotton . . . 12x12 in.
1 **Sacque**, soft, fleecy flannelette
3 **Bibs**, absorbent terry knit cotton
1 **Teething Ring**, plastic, with bells
Parents' Magazine, 1 year subscription
1 **Storage Chest**, wood reinforced card-board, paper covers . . 23½x14x6¾ in.

TWIN INSURANCE with every Layette. Order before birth; if twins or more, send form signed by physician or minister. We send extra layette (or layettes) postpaid.

Pink or Light blue trim. *State trim.*
29 E 0613–71-pc. Layette includes birds-eye diapers. Shpg. wt. 13 lbs. . . . $25.95
29 E 0614–71-pc. Layette includes gauze diapers. Shpg. wt. 13 pounds . . . $25.95



Parents' Magazine

Guide to child care from crib to college. Issued once every month.
29 E 0709—
1 year **$2.42**
2 years **3.75**
3 years **4.50**

U.S. Booklet "Infant Care" included without extra charge in every Sears Layette.



NURSERY AIDS for mother's ease

A EAR CONFORMER. Helps train baby's ears to lie flat. Washable white cotton net. Eyelets laced in back for adjustment. *Sizes* Small, med., large. White. *State size.* Shpg. wt. 1 oz.
29 E 5276 . . . . 47c

B GAUZE NURSERY MASK. For mother. Sanitary, adjustable, comfortable. Double faced flannel filter helps check bacteria. Tape ties. Washable. Shpg. wt. each 2 oz.
29 E 5275—White
Each 19c; 3 for 55c

C SHAMPOO GUARD. Waterproof plastic, protects the baby's eyes; rubber stripping fits any head size. White. Hand wash. Shpg. wt. 2 oz.
29 E 5277 . . . 32c

D BOTTLE COVER. Plastic with fibre-glass lining, helps keep baby's bottle warm. Rayon drawstring. Hand wash. *One size.* Shpg. wt. 4 oz.
29 E 5209—Blue
29 E 5210—Pink
Each 79c

E TOILET SEAT. Fits over regular size seat. Lightweight plastic; easy to keep clean with a sudsy cloth. Acid resistant. Compact, perfect for travel. Shpg. wt. 10 oz.
29 E 5574—
White $1.15

F DEFLECTOR. For boys. Attach to any regular or baby size toilet seat. Of washable rubber. Complete with screws. White. Shipping weight 4 oz.
29 E 5411 . . . 39c

HARNESSES help keep baby safe and sound

G "SLEIGH-BELL" REINS. Strong cotton webbing, with adjustable shoulder loop. Three jingling metal bells on waistband. Leader permits baby to walk about 3 feet from mother's hand. Washable. Shipping weight 2 ounces.
29 E 5211—Light blue
29 E 5212—Pink
Each 39c

J LEATHER HARNESS. Metal buckles adjust to fit any size baby. Detachable leader adjusts in length to about 3 feet walking distance. Shipping weight each 11 ounces.

Good Quality Leather
29 E 5269—Light tan 98c

Our Best Leather
29 E 5265—Light tan $1.39

H SAFETY HARNESS. Cotton webbing, sturdy metal buckles. Completely adjustable to any size baby in any clothes. For carriage, high chair, adult size chair, or any high seat. Detachable leader strap is adjustable . . . allows baby to walk about 3 feet from mother's hand. Washable. Shipping weight 7 ounces.
29 E 5273—Light blue 98c
29 E 5274—Pink 98c

K SLEEPING HARNESS. Allows natural rolling. Straps buckle securely under mattress; harness fits snugly over baby. Patented buckles won't open accidentally. Cotton webbing; washable. *One size*, adjustable up to 2 years. Shpg. wt. 7 oz.
29 E 5261—White $1.25

Insect Net Canopies

L CRIB CANOPY. Made of fine mesh cotton mosquito netting, covers top and 4 sides of standard size crib. Helps keep flies, mosquitos and other flying or crawling insects off Baby. Helps safeguard health . . . allows comfortable, undisturbed sleep. About 58x32 in. Slips on easily . . . elastic at both ends. Washable. White.
29 E 5429—Shpg. wt. 8 oz. . . $1.49

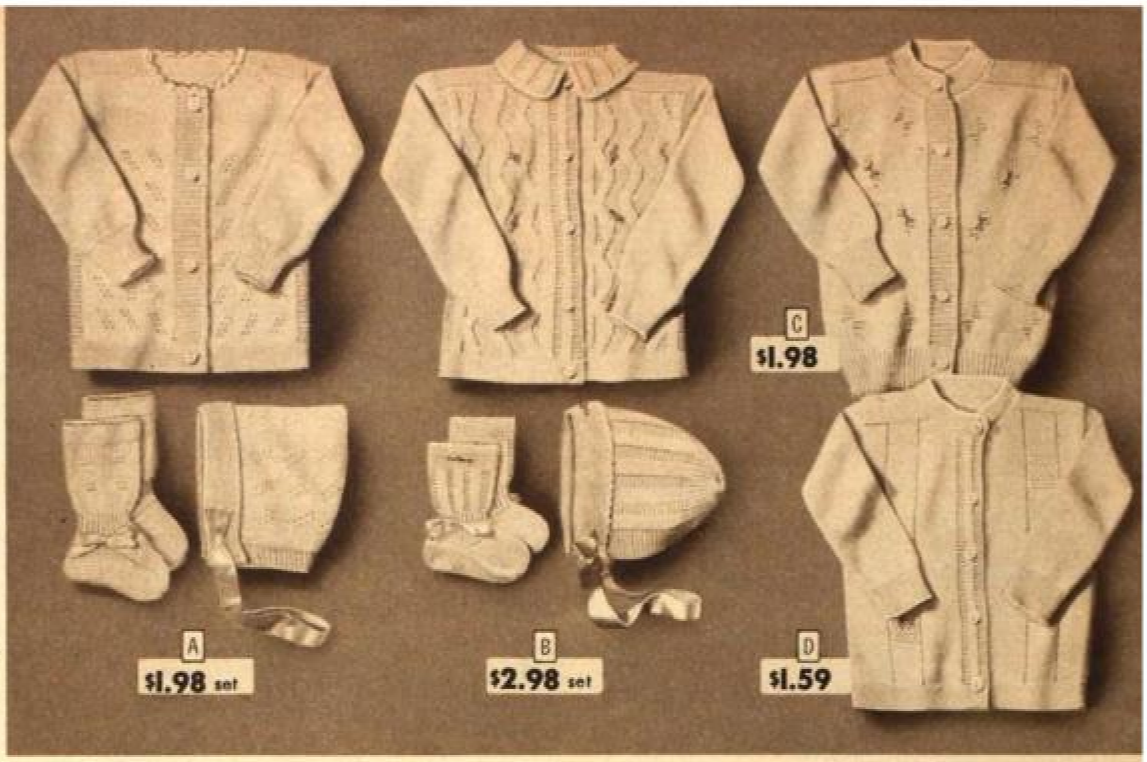
M CARRIAGE CANOPY. Fine cotton mosquito netting. Helps keep disease carrying insects away from baby. Elastic all around bottom. Fits standard size carriages. *Size* about 54x60 in. Washable. White. Shpg. wt. 4 oz.
29 E 5445 . . . . 69c

Honeysuckle Knitwear for baby

Fashioned of soft, warm

100% VIRGIN WOOL

Science agrees with grandma ... laboratory tests prove that pure wool is the perfect yarn for infants' outerwear ... for warmth, for comfort, for absorbency, for healthful circulation of air next to skin





3-Pc. SWEATER SETS of 100% virgin wool sweater, cap, bootees with knit-in designs

[A] You get plenty for your money in this typical Sears value. Fancy pattern knit into crew-neck of virgin wool coat sweater is repeated in high-top bootees and cap. Rayon satin ribbon trim on bootees and cap, knit to match of 100% virgin wool. Hand wash. *One size*, fits up to 9 mos. Shipping weight set 11 oz.
29 E 7740—Light blue
29 E 7741—Pink
3-piece Set..........$1.98

[B] Sears finest 3-piece set ... a lovely gift. Knit-in design on button-front sweater is repeated on cap and bootees. Hand-embroidered rose-buds on all three pieces. Rayon satin ribbon trim on cap and bootees. White yarn edging on sweater collar and front. 100% virgin wool. Hand wash. *One size*, fits up to 9 months. Shipping weight set 11 oz.
29 E 7742—Pink......$2.98
29 E 7743—Lt. blue... 2.98

COAT SWEATERS of 100% virgin wool in novelty patterns

[C] Our best sweater for baby has hand-embroidered details on knit-in design in front, white yarn edging around crew neckline. Pearl-like buttons. 100% virgin wool. Hand wash. *One size*, fits up to 9 mos. Shipping weight 4 ounces.
29E7724–Pink $1.98 29E7725–Lt. blue $1.98

[D] 100% virgin wool at a Sears low price. Coat sweater with novelty knit-in pattern on front. Crew-neck, rib-knit cuffs. Hand wash. *One size*, fits up to 9 months. Shipping weight 4 ounces.
29 E 7726—Light blue..............$1.59
29 E 7727—Pink.................... 1.59



100% VIRGIN WOOL SHAWLS . . for mother and baby

Perfect protection for early morning feeding time

[E] Our Finest Quality shawl is made of heavier weight virgin wool yarns . . . extra large. *Size* including fringe about 50 x 52 in. Hand knotted thick fringe. Hand wash. Shipping weight 11 oz.
29 E 7543—Light blue
29 E 7544—Pink
29 E 7545—White
Each..............$3.79

[F] Fine Quality Shawl knit of virgin wool yarns, with hand-knotted deep fringe. Attractive woven-in patterns. Hand wash. *Size* including fringe about 46x50 inches. Shipping weight 8 ounces.
29 E 7540—Light blue
29 E 7541—Pink
29 E 7542—White
Each..............$2.98

[G] Good Quality shawl of medium weight virgin wool with woven-in novelty patterns. Neatly fringed edge. Hand wash. *Size* including fringe about 38 x 48 inches. Shipping weight 8 ounces.
29 E 7546—Light blue
29 E 7547—Pink
29 E 7548—White
Each..............$1.98

[H] Warm Knit Wrapper of virgin wool, with novelty pattern knit-in. 3-button closing at neck for snug fit. Hand wash. *One size*, fits up to 9 mos. Shipping weight 5 ounces.
29 E 7761—Lt. blue .$1.89
29 E 7762—Pink.... 1.89

[L] Virgin Wool Beret for infant boy or girl. Knit and shaped to fit snugly, stay on head. Hand washable. *One size*, fits to 9 months. Shipping weight 2 ounces.
29 E 7585—Lt. blue...59¢
29 E 7586—Pink......59¢

[J] All Wool Sacque has attractive knit-in pattern, hand embroidery, ribbon trim. Hand washable. *Infants' size only*, fits up to 9 months. Shipping weight 4 oz.
29 E 7716—Lt. blue .$1.69
29 E 7717—Pink.... 1.69

[M] Bootees knit to fit Baby's feet. Virgin wool. Hand wash. *One size*, fits up to 4 months. Shipping weight pair 2 ounces.
29 E 7523—Light blue
29 E 7524—Pink
Pair..............49¢

[K] Soaker Panty knit of heavy all wool yarns. Hand washable. *One size*, fits up to 18 months. Shipping weight 3 ounces.
29 E 7528—White....89¢
29 E 7529—Pink......89¢
29 E 7530—Lt. blue...89¢

[N] Moccasins knit of virgin wool yarns, white yarn trim. Knit-in floral pattern on turn-over cuff. Hand wash. *One size*, fits to 4 mos. Shpg. weight pair 2 oz.
29 E 7521–Lt. blue Pr. 49¢
29 E 7522–Pink... Pr. 49¢



YOUR CHOICE . . $1.19 pair

YOUR CHOICE . . $1.29 pair



Up to about 9 months Baby wears these

HONEYSUCKLE SOFT SOLE SHOES

designed to support tender feet
With supple leather uppers and
soft leather cushioned soles



BARGAIN SPECIAL! 89c pair



Last Fall Price was 98c for same quality. Our lowest price for an infant's soft sole shoe. Blucher style, made of good quality leather with soft cushioned leather soles. *Sizes* 0, 1, 2, 3. *Please state size.* Shpg. wt. pair 6 oz.
29 E 5839—White
Pair..............89c

[A] PERFORATED VAMP blucher shoes. . . Soft leather, cushioned soles. White. *Sizes* 0, 1, 2, 3. *Please state size.* Shipping weight pair 6 oz.
29 E 5815..............Pair $1.19

[D] BLUCHER in washable elk-tanned leather. Reinforced top and heel. *Sizes* 0, 1, 2, 3. *Please state size.* Shipping weight 6 ounces.
29 E 5811—White.......Pair $1.29

[G] BUNNY FUR TRIMMED BOOTEES. Quilted rayon satin and leather uppers. White. *Sizes* 0, 1, 2, 3. *Please state size.* Shipping weight pair 6 ounces.
29 E 5819..............Pair $1.39

[B] EASY-ON, EASY-OFF shoes open all the way to toes. Perforated vamp. White. *Sizes* 0, 1, 2, 3. *State size.* Shpg. wt. pair 6 oz.
29 E 5816..............Pair $1.19

[E] MOCCASIN STYLE. 1-piece vamp and tongue. Reinforced heel. White. *Sizes* 0, 1, 2, 3. *State size.* Shipping weight pair 6 oz.
29 E 5833..............Pair $1.29

[H] OUR BEST BLUCHER. Washable elk-tanned leather. Reinforced heel counter and top. *Sizes* 0, 1, 2, 3. *Please state size.* Shipping weight pair 6 oz.
29 E 5835—White.......Pair $1.59

[C] OPEN TOE cross strap shoe. Comfort for warm weather. White. *Sizes* 0, 1, 2, 3. *Please state size.* Shipping weight pair 5 oz.
29 E 5814..............Pair $1.19

[F] 3-STRAP ROMAN SANDAL STYLE. Perforated vamp, cool for summer. White. *Size* 0, 1, 2, 3. *State size.* Shipping weight pair 6 oz.
29 E 5806..............Pair $1.29

[J] ZIP-CLOSED SHOES. Soft elk-tanned leather, cushioned soles. White. *Sizes* 0, 1, 2, 3, 4. *Please state size.* Shipping weight pair 6 ounces.
29 E 5838..............Pair $1.98



YOUR CHOICE . . $1.98 pair



[N] **$1.59** Good **$1.98** Our best
"CHUBBY" shoe for
extra plump ankles

From 9 to 12 mos.
Baby wears Honeysuckle

CREEPER SHOES

Firmer uppers, sturdier
soles for crawling stage





From 12 to 18 mos.
Baby wears Honeysuckle

LEARN-TO-WALK SHOES

With firmer leather soles
to support standing feet



[K] THRIFT PRICED creeper shoe in pliable leather with perforated vamp. Non-slip, leather soles. *Sizes* 1, 2, 3, 4. *State size.* Shipping weight pair 6 ounces.
29 E 5821–White. Pr.$1.19

[L] MOCCASIN style shoe of washable elk-tanned leather. Turned-under soles of non-slip leather. *Sizes* 1, 2, 3, 4. *State size.* Shipping weight pair 5 ounces.
29 E 5834–White. Pr.$1.49

[M] OUR BEST creeper shoe of soft washable elk-tanned leather in blucher style. Non-slip leather soles. *Sizes* 1, 2, 3, 4. *State size.* Shpg. wt. pair 6 ounces.
29E5824–White. Pr. $1.98

[N] FOR CHUBBY ANKLES, made on rounder, fuller last. White elk-tanned leather. Turned-under non-slip sole. In two qualities. *Sizes* 1, 2, 3, 4. *Please state size.* Shipping weight each pair 6 ounces.
29 E 5831—Good quality.....Pair $1.59 29 E 5802—Our best.......Pair $1.98

[P] NON-SKID HARD LEATHER SOLE SHOE. Blucher style vamp. Leather. Reinforced heel counter. *Sizes* 2, 3, 4, 5. Shpg. wt. pair 8 oz.
29 E 5840—*State size.*
White......Pair $1.98

[R] MOCCASIN-STYLE SHOE. Made of sturdy elk-tanned leather. Non-skid leather soles. White. *Sizes* 2, 3, 4, 5. *Please state size.* Shipping weight pair 8 oz.
29 E 5842...Pair $1.98

[S] CUT-OUT VAMP SANDAL with non-skid leather sole. Fine quality leather uppers. White. Washable. Sizes 2, 3, 4, 5. *Please state size.* Shipping weight pair 8 ounces.
29 E 5803.....Pair $1.98

[T] WASHABLE ELK-TANNED LEATHER shoe with non-skid sole of sturdy elk-tanned leather. Blucher vamp. *Sizes* 2, 3, 4, 5. *Please state size.* Shipping weight pair 8 ounces.
29 E 5841—White....................Pair $2.59

From head to toe..everything baby wears can be bought on Easy Terms at Sears. See inside back cover for full details.

Order shoe size......	0	1	2	3	4	5
If foot length is...	3½ or less	3⅞	4⅛	4½	4⅞	5⅛ in.

For larger sizes and children's hard sole shoes, see pages 108 to 117.



CRIB SHEETS, PILLOWCASES help Baby enjoy sound, restful sleep

HONEYSUCKLE Cotton Pillowcases for Baby's crib. Hemstitched. Bleached white. Washable. *Size* 28x21 in., before hemming; about 13x17 in. finished. Shpg. wt. each 3 ounces.

[A] *Thrift Quality* Cotton.
Was 33c last Fall.
29 E 5409—Each . . . 29c
3 for 85c
Our Best Quality. Type 140 cotton muslin.
Was 39c last Fall.
29 E 5419—Each . . . 37c
3 for $1.09

[B] *Embroidered Case,* of cotton muslin.
Was 59c last Fall.
29 E 5406—Each . . . 57c
3 for $1.67

[C] COTTON BLANKET SHEET. Softly napped. For crib or bath. Washable. White.
29 E 5305—35x50 in. Shpg. wt. ea. 7 oz.
Each . . . . 69c 2 for $1.35
29 E 5306—42x70 in. Shpg. wt. ea. 14 oz.
Each . . . . $1.19 2 for $2.35

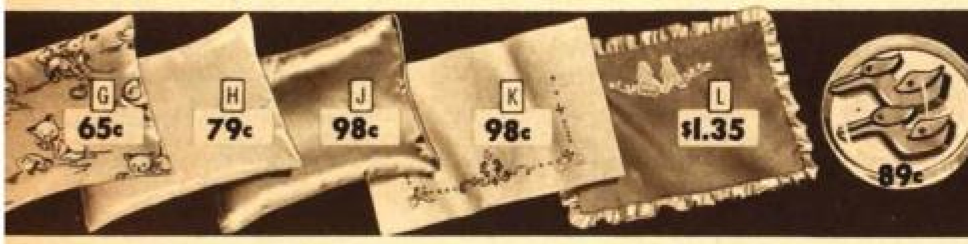
[E] HONEYSUCKLE Crib Sheets. Hemstitched. Sizes before hemming. White. Washable.

Thrift Quality Cotton Crib Sheets
29 E 5407—36x54 in. *Was 88c last Fall.* Shpg. wt. ea. 6 oz. Ea. . . . 73c; 3 for $2.14
29 E 5408—42x72 in. *Was $1.29 last Fall.* Shpg. wt. ea. 10 oz. Ea. $1.15; 3 for $3.39

Our Best Type 140 Cotton Muslin
29 E 5417—36x54 in. *Was $1.15 last Fall.* Shpg. wt. ea. 7 oz. Ea. . $1.09; 3 for $3.22
29 E 5418—42x72 in. *Was $1.59 last Fall.* Shpg. wt. ea. 12 oz. Ea. . $1.49; 3 for $4.40
29 E 5421—50x75 in. *Was $1.89 last Fall.* Shpg. wt. ea. 14 oz. Ea. . $1.79; 3 for $5.29

[D] KNIT COTTON crib sheet. Washable. 1¼-inch hem. White. *Size* about 48x72 inches. Shipping weight 12 oz.
29 E 5415—
Each $1.98

[F] PEPPERELL extra large crib sheets. Nationally famous "Countess" brand. *Size* 54x81 in. before hemming. Fine count cotton muslin, 144 threads per sq. in. Bleached snowy white. Washable. Shpg. wt. 1 lb. 1 oz.
29 E 5410—
Each $2.39



Pillows for crib or carriage

[G] COTTON print, cotton filled. *Size* about 12x16 in. Shpg. wt. 13 oz.
29E5474—Blue 65c 29E5473—Pink 65c

[H] SATEEN cover, kapok filled. *Size* about 12 x 16 in. Shpg. wt. 9 oz.
29 E 5476—Pink, blue reversible . . . 79c

[J] RAYON SATIN, kapok filled. *Size* about 12 x 16 in. Shpg. wt. 10 oz.
29E5482—Blue 98c 29E5483—Pink 98c

Crib Pillow Covers

Embroidered sheer cotton. Washable. Shpg. wt. ea. 2 oz.

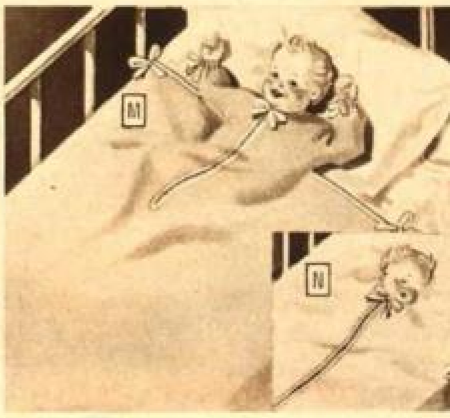
[K] *Plain edge style.* About 12x16 in.
29 E 5422—White 98c

[L] *Ruffled edge style.* Size about 13x17 in.
29 E 5470—White $1.35
29 E 5471—Light blue. 1.35
29 E 5472—Pink 1.35

Blanket Clips

"Ducky" plastic clips keep Baby's blankets in place. No pin, tie to crib. In clear plastic gift box. One size only. Shpg. wt. 7 oz.
29 E 5271—Lt. blue
29 E 5272—Pink
Each 89c





PACIFIC MILLS Sanforized mitered tuck-in Crib Sheet

Stays tucked in no matter how baby tosses or turns $1.79

Crib-Fast Sheet . . no pinning, won't wrinkle, won't pull loose . . has generous "tuck-under" on all four sides with mitered corners to hold it fast. Sanforized muslin . . guaranteed not to shrink more than 1%. Fine count fabric, 140 threads per square inch. Easy to pull on . . . fits 52x28 in. full size crib mattress. Easily washable. Shipping wt. 13 oz.
29 E 5420—White $1.79

SLEEPING COVERS for baby's crib keep Baby covered all night long

Zip-front . . jacket or head-opening styles $2.98 each

Keep baby covered . . use with or without blankets. Tuck under mattress, tie with tapes. Made of Sanforized flannelette (won't shrink more than 1%). Vat-dyed, washfast. Both styles have 20-in. zip front opening. Width 52 inches.

[M] *Jacket style* has drawstring sleeves.
Shpg. wt. 13 oz.
29E5638—Lt. blue . $2.98
29E5639—Pink 2.98
29E5640—White . . . 2.98

[N] *Head opening* style. Tucks in all around.
Shpg. wt. 13 oz.
29E5989—Lt. blue . $2.98
29E5990—Pink 2.98
29E5991—White . . . 2.98

Buy your nursery needs on Easy Terms. See inside back cover for full details

Descriptions of merchandise shown on opposite page

HONEYSUCKLE CRIB SPREADS and Comforter Sets

[AA] GOOD QUALITY CHENILLE spread has multicolor nursery pattern on rows of white in cotton chenille tufting. All on background of strong cotton sheeting. Washable, needs no ironing. *Size* about 40 x 60 in. Shipping weight 1 lb. 4 oz.
29 E 5375—Multicolor $2.89

[BB] OUR BEST CHENILLE spread has animal design on closely tufted waffle ground. Fluffy cotton chenille yarns worked into sturdy cotton sheeting. Washable, needs no ironing. *Size* about 40x60 in. Shpg. wt. 2 lbs.
29 E 5337—Medium blue . . . $3.69
29 E 5338—Pink 3.69

[CC] RAYON SATIN 2-piece comforter and pillow set. Filled with fluffy 100% cotton. Reversible . . pink one side, light blue on reverse. *Comforter size* about 34x46 in. *Pillow size* about 12x16 in. Shpg. wt. 3 lbs. 7 oz.
29 E 5339—2-piece set $5.98

[DD] RAYON SATIN comforter filled with 100% wool for warmth. Matching pillow cotton filled. Pink one side, light blue on reverse. *Comforter size* about 34x46 in. *Pillow size* about 12x16 in. Shipping weight 3 pounds 3 oz.
29 E 5340—2-piece set $6.98

PEPPERELL nationally famous Crib Blankets

[EE] PEPPERELL LIGHTWEIGHT Cotton Blanket. Firmly woven, softly napped. Assorted jacquard-nursery patterns. Closely stitched all around edges. Washable. Comes packed in individual box. *Size* about 36x50 in. Shipping weight 1 lb. 10 oz.
29 E 5341—Light blue $1.49
29 E 5342—Pink 1.49

[FF] PEPPERELL MEDIUM WEIGHT Jacquard Cotton Blanket. 4-inch rayon satin binding on finer quality, softly napped blanket. Assorted patterns in nursery favorites. Washable. Individually boxed. *Size* about 36x50 in. Shpg. wt. 1 lb. 15 oz.
29 E 5364—Light blue $2.79
29 E 5365—Pink 2.79

[GG] PEPPERELL MEDIUM WEIGHT COTTON BLANKET. Solid colors. 4-inch rayon satin binding. Washable. Boxed. *Size* about 36x50 in. Shipping weight 1 pound 13 ounces.
29 E 5366—Light blue
29 E 5368—White
29 E 5367—Pink
Each $2.79

HONEYSUCKLE Crib Blankets, Sears own brand

[HH] LIGHTWEIGHT COTTON BLANKET, with stitched edges. Well napped for extra softness. Assorted jacquard. Washable. *Size* about 36x50 inches. Shipping weight 1 pound.
29 E 5308—Pink $1.39
29 E 5307—Light blue 1.39

[JJ] MEDIUM WEIGHT COTTON Crib Blanket. 3-inch rayon satin binding. Softly napped. Jacquard design. Washable. Boxed. *Size* about 36x50 inches. Shipping weight 1 pound 11 ounces.
29 E 5343—Light blue $1.98
29 E 5344—Pink 1.98

[KK] HEAVY WEIGHT COTTON Crib Blanket, extra wide. Nursery prints on one side, all white on other. Rayon satin binding. Washable. Boxed. Size abt. 38x50 in. Shpg. wt. 2 lbs.
29 E 5380—Pink $2.29
29 E 5381—Light blue 2.29

[LL] HEAVY WEIGHT COTTON Jacquard Crib Blanket. Double woven. Woven-in, raised designs. Wide rayon satin binding. Washable. Boxed. *Size* about 36x50 inches. Shpg. wt. 2 lbs. 1 oz.
29 E 5311—Light blue $2.98
29 E 5312—Pink 2.98

[MM] 25% WOOL, 50% RAYON, 25% COTTON BLANKET in 2 sizes. Wide rayon satin binding. Washable. Individually boxed.
36x50 inches. Shpg. wt. 1 lb. 15 oz.
29 E 5370—Pink $2.79
29 E 5369—Light blue 2.79
29 E 5371—White 2.79
40x60 inches. Shpg. wt. 2 lbs. 5 oz.
29 E 5373—Pink $3.98
29 E 5372—Light blue 3.98
29 E 5374—White 3.98

[NN] 100% WOOL BLANKET, warmest of all, in 2 sizes. Wide rayon satin binding. The perfect gift. Washable. Individually boxed.
36x50 inches. Shpg. wt. 2 lbs.
29 E 5386—Light blue $3.98
29 E 5385—Pink 3.98
40x60 inches. Shpg. wt. 2 lbs. 5 oz.
29 E 5398—Light blue $4.98
29 E 5399—Pink 4.98

PEPPERELL famous brand Receiving Blankets

[PP] MEDIUM WEIGHT cotton. *Size* about 27x36 in. Stitched ends. Washable. Shipping weight 6 ounces.
29 E 5315—White . . 49c
29 E 5346—Blue . . . 49c
29 E 5347—Pink . . . 49c

[RR] MEDIUM WEIGHT cotton. *Size* about 30x40 inches. Stitched ends. Washable. Shipping weight 9 ounces.
29 E 5324—White . . 63c
29 E 5322—Blue . . . 63c
29 E 5323—Pink . . . 63c

[SS] HEAVIER WEIGHT cotton with woven-in pattern. *Size* about 30x40 inches. Stitched ends. Washable. Shipping weight 10 ounces.
29 E 5348—Blue . . 93c
29 E 5349—Pink . . 93c

HONEYSUCKLE . . Sears brand Receiving Blankets

[TT] MEDIUM WEIGHT cotton receiving blankets. *Size* about 26x34 inches. Stitched ends. Washable. Shipping weight each 6 ounces.
29 E 5318M—Blue . . 34c
29 E 5319M—Pink . . 34c
3 for 99c

[VV] MEDIUM WEIGHT cotton receiving blankets. Size about 30x40 in. Stitched ends. Washable. Shipping wt. each 12 oz.
29 E 5302M—Pink . . 59c
29 E 5303M—Blue . . 59c
29 E 5304M—White . 59c
3 for $1.73

[WW] HEAVIER WEIGHT cotton receiving blankets with woven-in pattern. *Size* about 30x40 inches. Stitched ends. Washable. Shpg. wt. each 11 oz.
29 E 5330M—Blue . . 85c
29 E 5331M—Pink . . 85c
3 for $2.50



AA $2.89 Cotton Chenille

BB Last Fall Price Was ~~$3.79~~ $3.69 Cotton Chenille

CC $5.98 set Rayon Satin

DD Last Fall Price Was ~~$7.49~~ $6.98 set Rayon Satin

HONEYSUCKLE
THE RIGHT WAY TO SAY
INFANTS' WEAR AND ACCESSORIES

HONEYSUCKLE CRIB SPREADS AND COMFORTER SETS DESIGNED TO HARMONIZE WITH NURSERY FURNISHINGS



EE $1.49 Light Cotton

FF $2.79 Medium Cotton

GG $2.79 Medium Cotton

HH $1.39 Light Cotton

$1.98 JJ Med. Cotton

$2.29 KK Heavy Cotton

LL $2.98 Heavy Cotton

MM Part Wool $2.79 36x50 in. $3.98 40x60 in.

NN All Wool $3.98 36x50 in. $4.98 40x60 in.

PEPPERELL CRIB BLANKETS

HONEYSUCKLE CRIB BLANKETS IN LIGHT, MEDIUM AND HEAVY WEIGHTS



BARGAIN SPECIAL 98c

Full Size Crib Blanket

Good quality cotton . . light weight for spring and summer. Stitched ends. Washable. Size, about 36x50 inches. Shipping weight 12 ounces.
29 E 5382—Light blue.........98c
29 E 5383—Pink..............98c



49c PP Medium Cotton

SS 93c Heavy Cotton

63c RR Medium Cotton

Heavy Cotton WW 85c ea. 3 for $2.50

34c ea. TT 3 for 99c Medium Cotton

VV 59c ea. 3 for $1.73 Medium Cotton

PEPPERELL RECEIVING BLANKETS

HONEYSUCKLE RECEIVING BLANKETS

INFANTS' GOODS

Now . . Matched Nursery Pads covered with WATERPROOF *Koroseal* * PLASTIC

Heavy gauge plastic film covering . . acid-resistant, stain-resistant, cleans with damp cloth. Plump-filled with cotton felt.

*Trade Mark B. F. Goodrich Co.



A Basket Pad $1.59

B Crib Pads $3.39 set

C $1.19 Walker Pad

D High Chair Pad $1.89

E $5.79 Play Yard Pad

HONEYSUCKLE THE RIGHT WAY TO SAY INFANTS' WEAR AND ACCESSORIES

HONEYSUCKLE WATER-RESISTANT Nursery Pads . . and basket liners



F Play Yard Pad $6.69

G $1.98 Cotton Crepe Basket Liner

H $3.69 set Cotton Crepe Pad, Liner

J $2.59 set Crib Pads

K $1.98 High Chair Pad

L Play Yard Pad $3.69

M $1.98 Bathinette Pad

N Basket Pad 13x27 in. $1.59 Carriage Pad 15x30 in. $1.93

P $2.69 Carriage Pad

R $3.98 Draft Shields

S 49c Toilet Seat Pad

T 79c Toilet Seat Pad

V $1.09 Walker Pad

W $2.59 set High Chair Pad, Matching Bib

DESCRIPTIONS OF PADS SHOWN ON OPPOSITE PAGE

NEW! KOROSEAL covered Nursery Pads

Heavy gauge Koroseal plastic film covering is waterproof, resists acids, stains, oils, foods. Cleans easily with damp cloth. Color cannot rub off. Plump-filled with fluffy cotton.

[A] *Basket Pad.* Reversible . . blue one side, pink on reverse. 29 E 5531—13x27 in. Shpg. wt. 3 lbs. 10 oz. $1.59

[B] *3-Piece Crib Bumper.* Tapes tie to crib. Shpg. wt. 3 lbs. 29 E 5526—Light blue. . $3.39 29 E 5527—Pink. . . $3.39

[C] *Walker Pad.* Tape ties. Shipping weight 12 ounces. 29 E 5528—Light blue. . $1.19 29 E 5529—Pink. . . $1.19

[D] *High Chair Pad.* Tape ties. Shipping weight 1 lb. 6 oz. 29 E 5522—Light blue. . $1.89 29 E 5523—Pink. . . $1.89

[E] *Play Yard Pad.* Reversible. Tape ties at corners. *Size* about 40x40 inches. Shipping weight 3 pounds 10 ounces. 29 E 5530—Blue and pink combination. $5.79

HONEYSUCKLE Nursery Pads and Liners

[F] "No-Draft" Play Pen Pad, covers bottom and four sides. Assorted nursery prints. Water-resistant cotton . . cleans with damp cloth . . thick cotton felt padding, quilted for safety. Tape ties. *Size* 40x40 in. Shpg. wt. 5 lbs. 3 oz. 29 E 5524—Light blue. . . . $6.69 29 E 5525—Pink. . . . $6.69

[G] Ruffled Basket Lining of soft cotton crinkle crepe. Easy to keep clean. Washable . . . no ironing. (Pad, basket not included.) *Size* 13x27 inches. Shpg. wt. 8 oz. 29 E 5452—Light blue. . . . $1.98 29 E 5451—Pink. . . . $1.98

[H] **Last Fall Price Was $3.98.** Cotton Crinkle Crepe Basket Set, includes lining and removable pad. Washable. (Basket not included.) *Pad size* 13x27 inches. Shpg. wt. 3 lbs. 3 oz. 29 E 5455—Floral design on white. $3.69

[J] 3-Piece "No Bangs" Crib Set helps protect baby from bumps, drafts. Ties securely to crib. Cotton felt filled, covered with water-repellent cotton. Reversible. Clean with damp cloth. Shpg. wt. 5 lbs. 4 oz. 29 E 5500—Light blue. . . . $2.59 29 E 5501—Pink. . . . $2.59

[K] High-Chair Pad. Assorted nursery patterns in water-resistant cotton, easy to clean with damp cloth. Ruffled back. Cotton felt filled. Shipping weight 2 lbs. 2 oz. 29 E 5518—Light blue. . $1.98 29 E 5519—Pink. $1.98

[L] **Last Fall Price was $3.79.** Play Yard Pad. Water-resistant nursery print cotton reversible. Cotton felt filled. Reinforced corners. Tape ties. Assorted prints. Clean with a damp cloth. *Size* 40x40 inches. Shpg. wt. 3 lbs. 3 oz. 29 E 5521—Pink. . . . $3.69 29 E 5520—Light blue. . . . $3.69

[M] Waterproof Plastic Bathinette Pad, filled with soft "Tuflex" (a cellulose padding). Clean with a damp cloth. Fits standard size bathinette. Shipping weight 1 lb. 10 oz. 29 E 5516—Light blue. . . . $1.98 29 E 5517—Pink. . . . $1.98

[N] Basket Pad . . cotton felt filled, water-resistant cover, assorted cotton prints. Cleans with a damp cloth. *Size* 13x27 inches. Shipping weight 2 pounds 11 ounces. 29 E 5491—Light blue. . $1.59 29 E 5490—Pink. $1.59

Carriage Pad (not shown), 15x30 in. Shpg. wt. 5 lbs. 29 E 5488—Pink. . . . . . $1.93 29 E 5489—Light blue. . $1.93

[P] **Last Fall Price was $2.89.** Hinged Carriage Pad. Cotton felt filled, covered with water-resistant cotton in assorted nursery designs. Clean with damp cloth. *Size* about 16x34 inches. Shipping weight 4 lbs. 2 oz. 29 E 05487—Pink. . . . $2.69 29 E 05486—Light blue. . $2.69

[R] Quilted Cotton Crepe "No-Draft" Crib Shields keep out drafts. They fit both sides of crib, held by tape ties. Cotton felt filled. Washable. Shipping weight 1 lb. 3 oz. 29 E 5454—Pink. . . $3.98 29 E 5453—Light blue. $3.98

Toilet Seat Pads . . cotton felt filled; water-resistant cotton. Assorted nursery prints. Clean with a damp cloth.

[S] *Without back rest.* Shipping weight 9 ounces. 29 E 5588—Pink. . . . . . 49c 29 E 5587—Med. blue. . . 49c

[T] *With back rest.* Shipping weight 14 ounces. 29 E 5534—Med. blue. . 79c 29 E 5535—Pink. 79c

[V] Walker Pad. Tufted and shaped to fit walker, tape ties hold it securely. Cotton felt padding, water-resistant cotton cover. Clean with damp cloth. Shipping wt. 1 lb. 3 oz. 29 E 5568—Light blue nursery print. $1.09

[W] The "Do-All" 3-Piece High Chair Pad Set . . safety belt holds baby in place; crumb catcher bib keeps him clean. Water-resistant cotton; cleans with a damp cloth. Pad filled with cotton felt. Shipping weight 2 pounds 12 ounces. 29 E 5485—Bright red 29 E 5450—Pink 29 E 5449—Light blue Each. $2.59

The thrifty way to buy Baby's Needs . . add them to your Sears Easy Terms order. See inside back cover for details.



HONEYSUCKLE Waterproof Plastic Covers for crib mattresses

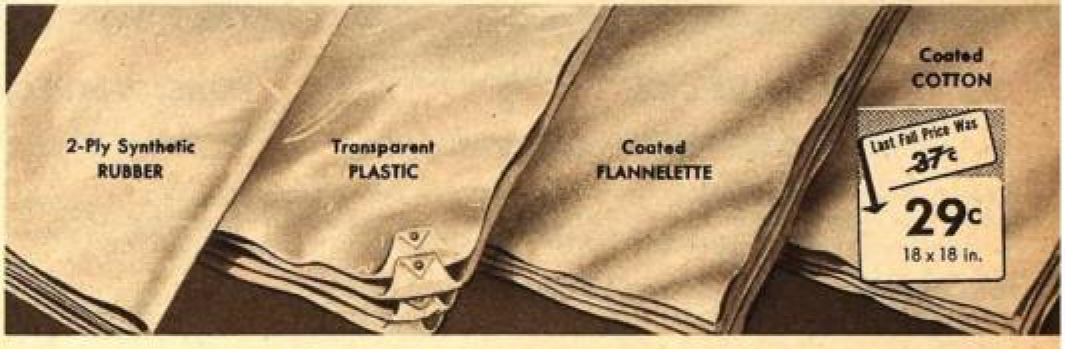
Waterproof covers help keep mattress dry, clean, sanitary. Protect crib and springs. Made of lightweight, transparent plastic film . . resists acids, oils, foods . . hand washable.

[AA] Covers top, sides and ends of mattress. Under straps at corners. Size 27x52 in. Shpg. wt. 9 oz. 29 E 5583—Light blue. . $1.29 29 E 5584—Pink. 1.29

[BB] Covers top, bottom and sides. Straps at one end, elastic at other. Size 27x52 in. Shpg. wt. 14 oz. 29 E 5460—Light blue. . $1.89 29 E 5461—Pink. 1.89

[CC] Zipper cover encloses entire mattress . . top, bottom, ends and sides. 36-inch zipper. Size 29x52x4½ inches. Shipping weight 1 lb. 2 oz. 29 E 5586—Clear white. . . $2.98

When used with pyroxylin-coated mattresses, plastic covers should be removed and aired regularly



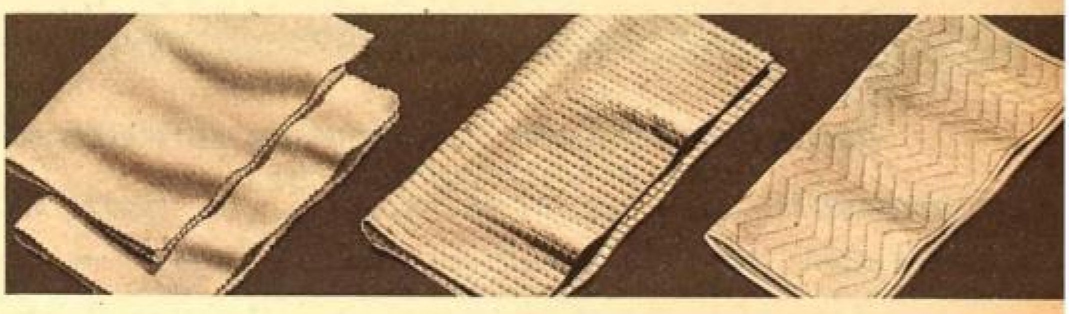
HONEYSUCKLE Waterproof Sheetings reduce Mother's washday work

2 - Ply Synthetic Rubber crib sheets. Heavyweight, waterproof. Resists oils, acids, stains, foods. Washable. White.
18x18 in. Shpg. wt. 5 oz. 29 E 5570. . . . . . . 24c; 2 for. 47c
18x27 in. Shpg. wt. 8 oz. 29 E 5571. . . . . . . 35c; 2 for. 68c
27x36 in. Shpg. wt. 14 oz. 29 E 5572. . . . . . . 63c; 2 for. $1.23
36x45 in. Shpg. wt. 1 lb. 2 oz. 29 E 5569. . . . . . $1.02; 2 for. $1.99
36x54 in. Shpg. wt. 1 lb. 6 oz. 29 E 5573. . . . . . $1.27; 2 for. $2.49

Transparent Plastic crib sheets, lightweight, soft and supple. Clear white. Eyelets for tape ties to hold in place. Resists oil, acids, stains, food . . . waterproof. Hand wash with a sudsy cloth.
18x27 in. Shpg. wt. 3 oz. 29 E 5553. . . . . . . 29c; 2 for. 57c
27x36 in. Shpg. wt. 6 oz. 29 E 5554. . . . . . . 49c; 2 for. 96c
36x45 in. Shpg. wt. 10 oz. 29 E 5555. . . . . . . 79c; 2 for. $1.55
36x54 in. Shpg. wt. 15 oz. 29 E 5556. . . . . . . 97c; 2 for. $1.89

Flannelette coated with smooth, waterproof synthetic rubber on one side for protection from oil, acids, stains and foods. Reverse surface softly fleeced for comfort and absorbency. Boilable. White.
18x18 in. Shpg. wt. 4 oz. 29 E 5564. . . . . . . 31c; 2 for. 61c
18x27 in. Shpg. wt. 6 oz. 29 E 5565. . . . . . . 45c; 2 for. 87c
27x36 in. Shpg. wt. 12 oz. 29 E 5566. . . . . . . 85c; 2 for. $1.66
36x54 in. Shpg. wt. 1 lb. 8 oz. 29 E 5567. . . . . $1.59; 2 for. $3.13

Cotton Sheeting coated on both sides with synthetic rubber waterproof, resists oil, acids, stains, foods. Boilable. White.
18x18 in. Was 37c. Shpg. wt. 4 oz. 29 E 5559. . . . . . . 29c; 2 for. 56c
18x27 in. Was 53c. Shpg. wt. 6 oz. 29 E 5560. . . . . . . 45c; 2 for. 87c
27x36 in. Was 98c. Shpg. wt. 12 oz. 29 E 5561. . . . . . . 89c; 2 for. $1.75
36x45 in. Was $1.59. Wt. 1 lb. 4 oz. 29 E 5562. . . . . . $1.39; 2 for. $2.73
36x54 in. Was $1.95. Wt. 1 lb. 8 oz. 29 E 5563. . . . . . $1.89; 2 for. $3.72



Lap Pads

Waterproof flannelette lap pads. A layer of rubber processed between two layers of flannelette, fluffy on both sides, absorbs moisture . . . White. Washable. *Size* 12x14 in. Shipping weight 1 lb. 29 E 5127—2 for. 53c

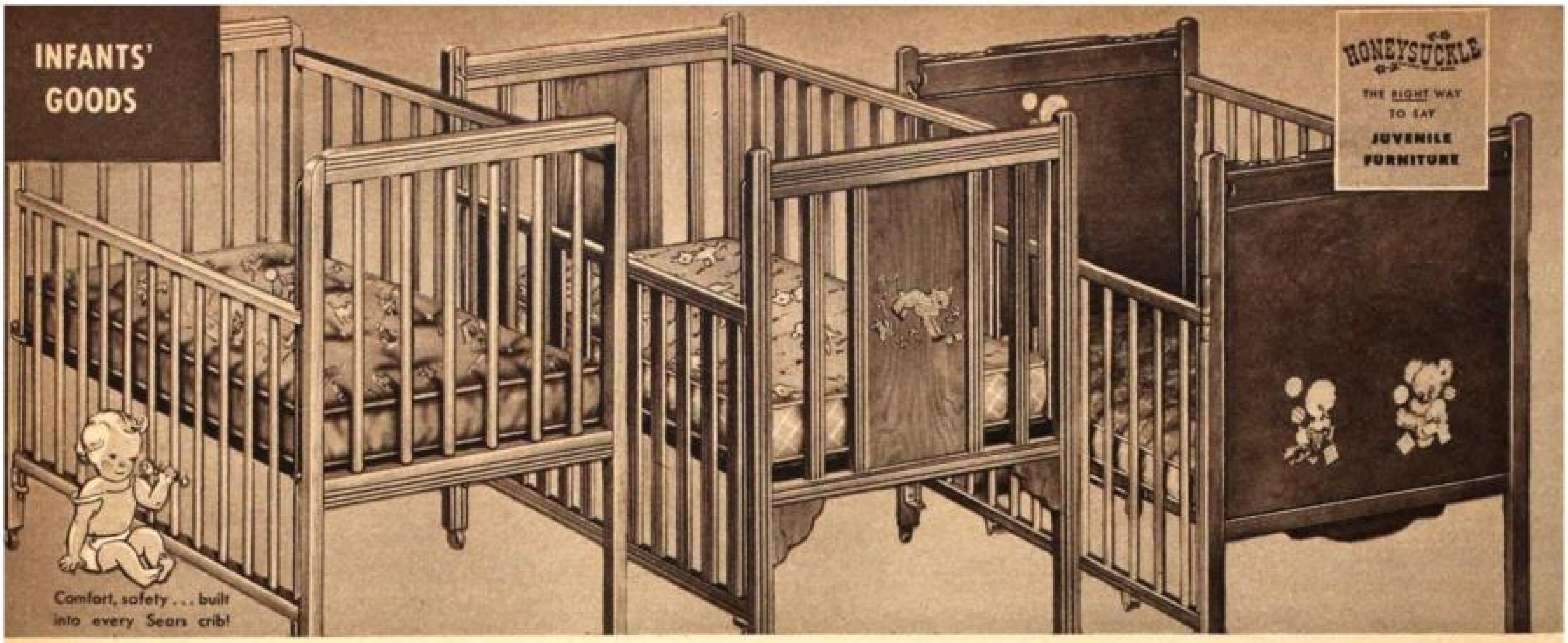
Kleinert's Pads

Quilted, air-filled rubber. Soft, resilient, comfortable, waterproof. Hand wash. Flesh color.
29 E 5456—*18x18 in.* Shpg. wt. 9 oz. 57c
29 E 5457—*18x27 in.* Shpg. wt. 11 oz. 73c
29 E 5458—*27x36 in.* Shipping wt. 1 lb. 3 oz. $1.39

Quilted Cotton Pads, Cotton Filled

Thrift Quality Cotton. Washable. White.
15x17 in. Shpg. wt. 4 oz. 29 E 5430—39c; 2 for 76c
17x18 in. Shpg. wt. 6 oz. 29 E 5431—47c; 2 for 91c
17x30 in. Shpg. wt. 8 oz. 29 E 5432—79c; 2 for $1.55
27x34 in. Shpg. wt. 14 oz. 29 E 5433. . . . . Each 1.39
34x52 in. Shpg. wt. 1 lb. 13 oz. 29 E 5434. . Ea. 2.59

Best Quality Cotton. Heavier. Washable. White.
15x17 in. Shpg. wt. 6 oz. 29 E 5446—47c; 2 for 91c
17x18 in. Shpg. wt. 8 oz. 29 E 5447—57c; 2 for $1.10
17x30 in. Shpg. wt. 11 oz. 29 E 5448—97c; 2 for 1.89
27x34 in. Shpg. wt. 1 lb. 2 oz. 29 E 5438. . Each 1.67
34x52 in. Shpg. wt. 2 lbs. 2 oz. 29 E 5439. . Each 2.98



BIG VALUE CRIB

Quality features at low cost

- Sturdy closely spaced spindles
- Toe-touch single drop side
- Non-poisonous golden maple finish

Crib and Spring **$15.95**

A wonderful buy in comfort and protection for your baby at low cost. Sturdily built of durable hardwood, finished in safe, lustrous golden maple. Toe-touch drop side. Dependable safety catch. Closely spaced spindles for safety. Smooth-rolling casters make crib easy to move. Overall size 54x30 in.; height of sides 26 in. Complete with metal spring.

1 EM 8332—Crib, spring. Shpg. wt. 50 lbs. $15.95
1 EM 8402—Crib, spring and 1EM8226 layer-felted cotton mattress, page 36. Shpg. wt. 64 lbs. $20.95

HONEYSUCKLE CRIBS . . . thrift-priced for baby's comfort

Strongly made . . . toe-touch drop side . . . SAFE FINISHES

- Toe-touch single drop side
- Durable stationary metal spring
- Smart fluted spindles and rails

Crib, Spring **$18.85**

You'd expect to pay much more for the quality that's built into this attractive semi-panel crib. Strongly built of select hardwood, finished in lustrous non-poisonous maple. Durable stationary metal spring. Light-as-a-feather toe-touch single drop side; locks securely. Smooth-rolling casters. Nursery design decal. Overall size 54x30 inches. Sides 26 inches high.

1 EM 8353—Crib, spring. Shpg. wt. 40 lbs. $18.85
1 EM 8432—Crib, spring and 1EM8226 layer-felted cotton mattress, page 36. Shpg. wt. 68 lbs. $23.95

- Solid panel crib . . ¾-size panel
- Toe-touch single drop side
- Non-poisonous golden maple finish

Crib, Spring **$24.95** Cash $3.00 Down

Economy priced, but smartly styled and of quality hardwood construction. Safe, restful comfort for baby. Nursery trim end panels help guard baby from drafts. Non-adjustable spring. Drop side locks securely. Overall size 54x30 in. Sides 26 in. high.

1 EM 8300—Crib, spring. Shpg. wt. 54 lbs. . . . $24.95
1 EM 8401—Crib, spring and 1EM8233 layer-felted cotton mattress, page 36. Shpg. wt. 70 lbs. . . . $31.95
1 EM 8431—Crib, spring and 1EM8217 innerspring mattress, page 36. Shpg. wt. 73 lbs. $33.95

Articles on this page shipped freight or express. Cribs and Youth Beds partially assembled . . easy to set up





HARDWOOD YOUTH BEDS . . . INNERSPRING MATTRESSES TO FIT

Bed and Spring **$23.95** Cash . . $2.50 Down

Attractive low-priced Youth Bed. Built of sturdy, durable hardwood in non-poisonous golden maple finish. Rust-resistant link fabric springs. Easy-rolling casters. 11-inch panels on ends with attractive decal trim. Scalloped top ends. Removable guard rails, 40 in. long. Inside size 66x33 in. Head height 37¾ in.; foot height 27¾ in. Smartly styled. Shpg. wt. 55 lbs.

1 EM 8304—Bed, spring. . $23.95
1 EM 8441—Bed, spring, 96-coil innerspring mattress 1EM8282 (right). Shpg. wt. 90 lbs. . . $36.95

Bed and Spring **$29.95** Cash . . $3.00 Down

Our finest hardwood Youth Bed. Everything to be desired —luxury styled in handsome non-poisonous golden maple or natural finish. Selected, seasoned hardwood. Sturdy metal springs. Inside size 66x33 in. Head height 38 in.; foot height 28½ in. Full end panels. Strong removable side rails 13 in. high. *State finish.* Shpg. wt. 70 lbs. *Was $32.95*

1 EM 8354—Bed, spring . . $29.95
1 EM 8464—Bed, spring, 96-coil innerspring mattress 1EM8264 (right). Shpg. wt. 105 lbs $44.95

77-coil Innerspring As low as **$12.95**

[A] 77-coil Innerspring Youth Bed Mattress. Proper support and comfort. Button tufted. Woven striped cover, filled with layers of 100% cotton felt. Jute pad insulator surrounds coils. Sturdy.

1 EM 8281—Size 63x29½ in. Shpg. wt. 30 lbs. $12.95
1 EM 8282—Same as above, but 96-coil springs. Size 66x33 inches. Shpg. wt. 35 lbs. $14.95

[B] Our finest 77-coil Innerspring Youth Bed Mattress. Vinyl moisture-resistant tuftless ticking. Cleans with a damp cloth. Taped edges. Layers of 100% cotton felt and rubberized fiber insulator surround resilient coil springs.

1 EM 8263—Size 63x29½ in. Shpg. wt. 30 lbs. $14.95
1 EM 8264—Same as above, but with 96-coil springs. Size 66x33 inches. Shpg. wt. 35 lbs. $16.95

STURDY YOUTH CHAIRS

[C] **$5.95** [D] **$7.95**

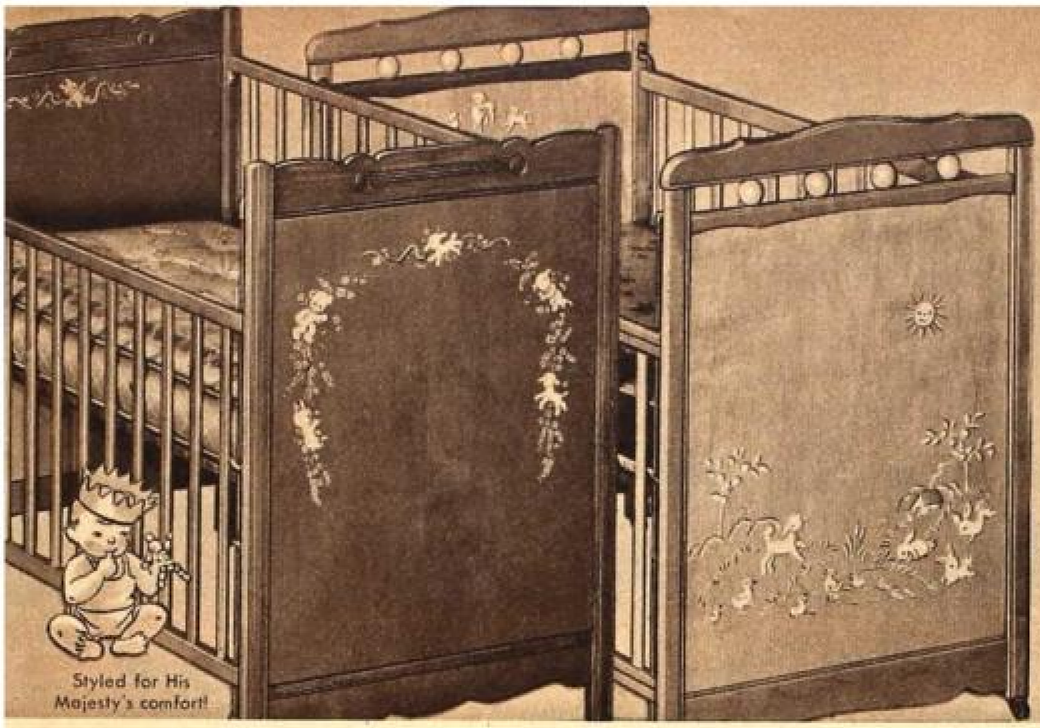
[C] Windsor Style. Curved back. Footrest. Safe widespread legs. Hardwood in golden maple or waxed birch finish. Seat 13¾x 14 inches. Height of seat from floor 20½ inches. Overall height 34½ inches. Shipped freight or express from stock. *State finish.*

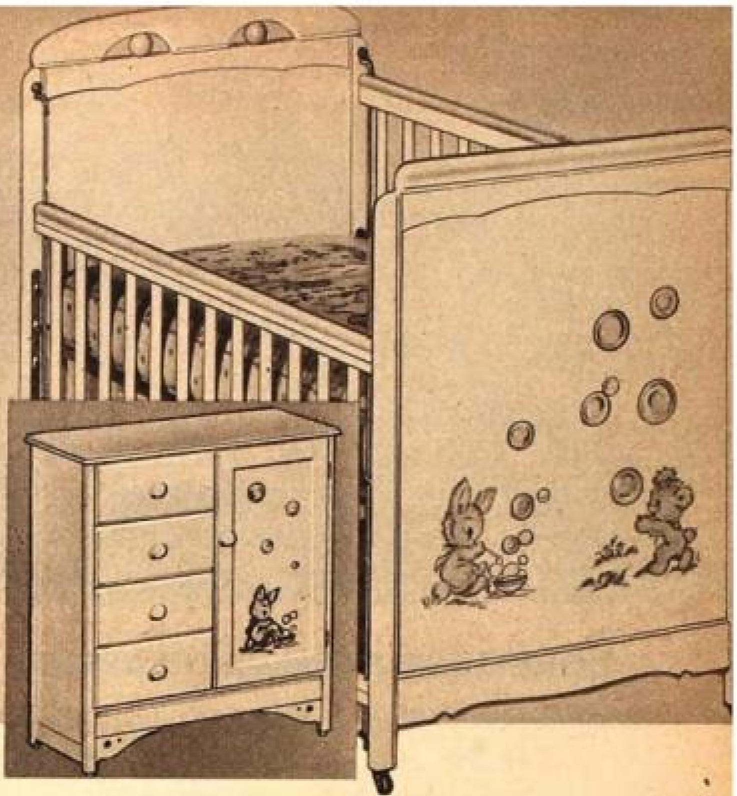
1 EM 8717—Shpg. wt. 9 lbs. $5.95

[D] Larger, sturdier Youth Chair. 7 durable stretchers. Ladder back. Hardwood in golden maple or waxed birch finish. Seat 15x13½ in. Height of seat from floor 21½ in. Overall height 37½ in. Widespread legs resist tilting. Freight or express from stock. *State finish.*

1 EM 8760—Shpg. wt. 11 lbs. $7.95

Whether for baby or for nursery, shop the Catalog way and save! Use Sears Easy Terms! See inside back cover





LUXURY STYLE CRIBS . . ideal lullaby comfort

Handsomely designed . . sturdy . . safe finishes

- Toe-touch single drop side
- Adjustable metal spring
- Automatic safety catch

Crib, Spring **$27.95** Cash $3.00 Down

Attractive, sturdy. Full end panels help protect baby from drafts. Press lever with foot and side releases quickly. Spring raises, lowers or tilts for baby's comfort. Hardwood, non-poisonous golden maple or waxed birch finish. Decal trim. Size 54x30 in. Sides 26 in. high. Combines comfort and safety. *State finish.*

1EM8315–Crib, spring. Wt. 59 lbs.... $27.95

1EM8475–Crib, spring, 1EM8288 innerspring mattress, page 36. Shpg. wt. 78 lbs... $37.95

- Toe-touch double drop sides
- Adjustable metal spring
- Full wavy top end panels

Crib, Spring **$37.95** Cash $4.00 Down

Beautifully styled—every comfort and safety for baby. Rounded corners—no sharp edges. Metal spring raises, lowers or tilts. Automatic safety catch. Hardwood in non-poisonous golden maple or waxed birch finish. Decal trim. Size 54x30 inches. Sides 26 inches high. Durably constructed throughout. *State finish when ordering.*

1EM8320–Crib, spring. Wt. 68 lbs... $37.95

1EM8434–Crib, spring, 1EM8212 innerspring mattress, page 37. Shpg. wt. 89 lbs... $48.95

OUR FINEST CRIB . . CHIFFOROBE to match

Add unbelievable charm and beauty with a matched set for the nursery! Made for baby's comfort and mother's convenience. Lustrous non-poisonous finishes. Sturdily made of select hardwood. Why not get both pieces?

De Luxe Chifforobe. Matches crib. Three finishes: soft white, golden maple or waxed birch. Four roomy drawers. Large wardrobe compartment. Size 37x16 in.; 40½ in. high. *State finish.*

Chifforobe only **$44.95** Cash $5 Down

1EM 8744—Shpg. wt. 82 lbs. $44.95

1EM 8810—Crib (1EM8342) and Chifforobe. Shpg. wt. 162 lbs. $84.95

1EM 8811—Crib (1EM8342), chifforobe, innerspring mattress (1EM 8287), on page 37. Shipping weight 180 lbs.................... $96.95

De Luxe Crib. Full size end panels. Adjustable non-sag spring. Double drop sides, safety catch. Plastic covered sanitary side rails. Soft washable white, waxed birch, or golden maple finish. Size 54x30 in. Height 23 in. *State finish.* Nursery decal trim. Beautifully styled throughout. Shpg. wt. 77 lbs.

Crib, Spring **$42.95** Cash $4.50 Down

1EM 8342—Crib, spring..... $42.95

1EM 8452—Crib, spring and (1EM 8287) innerspring mattress described on page 37. Shpg. wt. 98 lbs.. $57.50









BEST YOUTH CHAIR

$8.85

OUR FINEST! Large, sturdy, attractively designed for comfort. Removable box seat upholstered in red or white artificial leather. Convenient footrest. Made of select hardwood, lustrous golden maple or waxed birch finish. Seat 14½x14½ in.

Height of seat from floor 21 in. Overall height 35¼ in. Give junior his very own chair! *State finish and seat color.*

1EM8789—Shpg. wt. 11 lbs. $8.85

HONEYSUCKLE BASSINETS . . . safe, sturdy, well made

Bassinet only **$5.98**

Reduced! Closely spaced spindles for baby's protection. Sturdy hardwood, non-poisonous golden maple finish. Smooth easy-rolling casters. Wood slat support included. Inside size 34¼x19 inches. Height 31¼ inches. Sides 17 inches high. Mailable from stock. *Was $6.95.*

1E08330—Shpg. wt. 15 lbs.. $5.98

1E08496—Bassinet and 1E08230 pad page 36. Shpg. wt. 20 lbs. Mailable................... $8.49

Bassinet only **$10.95**

REDUCED! Luxury Quality. Full end panels. Constructed of seasoned hardwood. Safe, non-poisonous golden maple finish. Steel link spring. Nursery decal. Inside size 33½x17¾ in. Overall height 34½ in. Sides 13½ in. high. Mailable. *Was $11.49.*

1E08317–Shpg. wt. 21 lbs. $10.95

1E08471–Bassinet and 1E08218 pad, page 36. Shpg. wt. 28 lbs. Mailable............. $13.95

Bassinet, Spring and Innerspring Mattress **$16.95**

Large Size Bassinet—with innerspring mattress. Ideal for saving space. Hardwood, non-poisonous golden maple finish. Steel link spring. Inside size 21x42 inches. Height 34½ inches. Innerspring mattress for comfort. Layers of felted cotton surround coils. Pyroxylin-coated, moisture-resistant.

1EM 8433—Bassinet spring and innerspring mattress. Shipping weight 30 pounds....... $16.95

CHIFFOROBE

$29.95 Cash

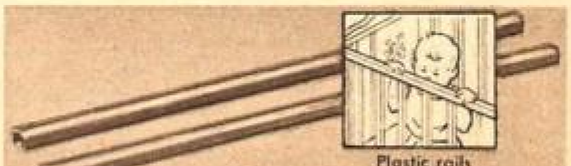
Attractive, Ever So Useful. Enables you to keep baby's clothes in one handy place within easy reach.

Four drawers, 12x15 inches. Roomy wardrobe compartment, 17x15½x33 inches. Nursery decal trim on door. Hanger rod. Overall size 36x16x41 inches. Constructed of sturdy hardwood in ruddy maple finish. Rigidly built and reinforced. Combines beauty and utility. Pay shipping charges from factory near Milan, Ind. Shipping weight 65 lbs.

1EM 8799F......... $29.95

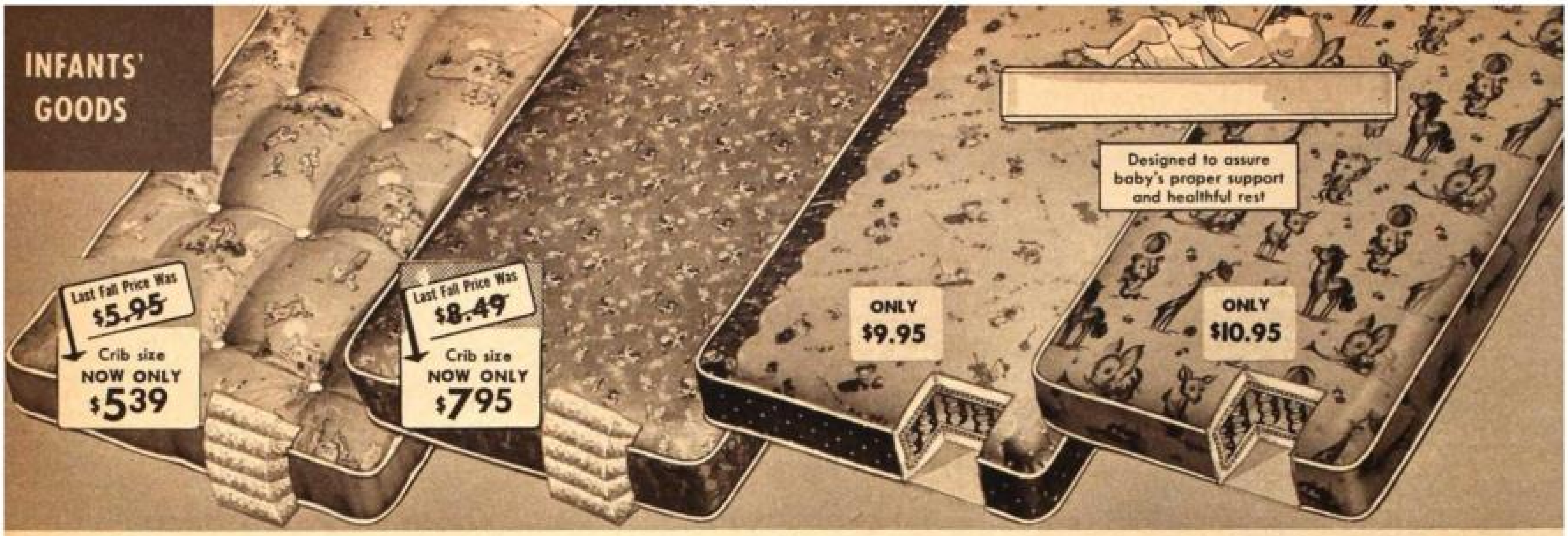
Crib Rails. Sanitary protection for baby! Convenience for mother! Made of sturdy, non-poisonous plastic, these rails fit securely right over rails of crib or play pen without use of tools. Does away with unsightly teething marks and scratches. Clean easily with a damp cloth. Attractive ivory color. Each rail measures 48 in. long, easily trimmed. Why not get a set for baby's play pen, too? Mailable from stock. A real value!

1E08303—Shipping weight pair, 1 lb........................... Pair $2.19



Plastic rails safeguard baby

Articles on this page shipped freight or express unless stated otherwise. Cribs, Bassinets partially assembled . . easy to set up



HONEYSUCKLE CRIB AND BASSINET MATTRESSES . . firm, comfortable support . . economy priced

Thrift-priced Comfort

Now Only **$5.39** Crib size

- Filled with 100% layer-felted cotton
- Tufting prevents lumping of filling
- Closely woven juvenile pattern cover

Firm buoyant sleeping comfort. Uniform, deep cotton tufts prevent filling from shifting. Bassinet pad, 33x18 in., seams double stitched on inside. Crib mattress has durable taped edges. Size 52x28 in. Blue or pink—sorry, no choice. *Crib size was $5.95.*

1EM8226–Crib size. Shpg.wt.14 lbs.$5.39
1E08230–Bassinet pad. Wt. 5 lbs... 2.79

Moisture-resistant covers

Now Only **$7.95** Crib size

- Pyroxylin-coated easy-to-clean cover
- 100% layer-felted cotton filling
- Fiberboard center for firm support

Better sleeping comfort for baby. Tuftless pink or blue juvenile pattern cover. Taped edges. Bassinet pad 35x19 in.; ¾ size 46x24 in. Full crib size mattress 52x28 in. *State color.*

1E08218—Bassinet Pad. Vinyl plastic cover. Resists cracking or staining. Wt. 7 lbs. $2.98
1EM8233—Crib size. Wt. 16 lbs. . 7.95
1E08259—¾-size. Shpg. wt. 14 lbs. 6.95

Low-priced Innerspring

Only **$9.95** Cash

- Tempered coil springs for comfort
- Thick layers of soft felted cotton
- Pyroxylin-coated cover cleans easily

Innerspring comfort at low cost. Steel coil springs surrounded by thick layers of soft 100% felted cotton. Fiberboard buffer for proper firmness and support. Moisture-resistant cover. Firmly taped edges. Strong border frame. Size 52x28 in. Gives baby real comfort at low cost. *State pink or blue.*

1 EM 8217—Shpg. wt. 19 lbs. $9.95

Fine quality Innerspring

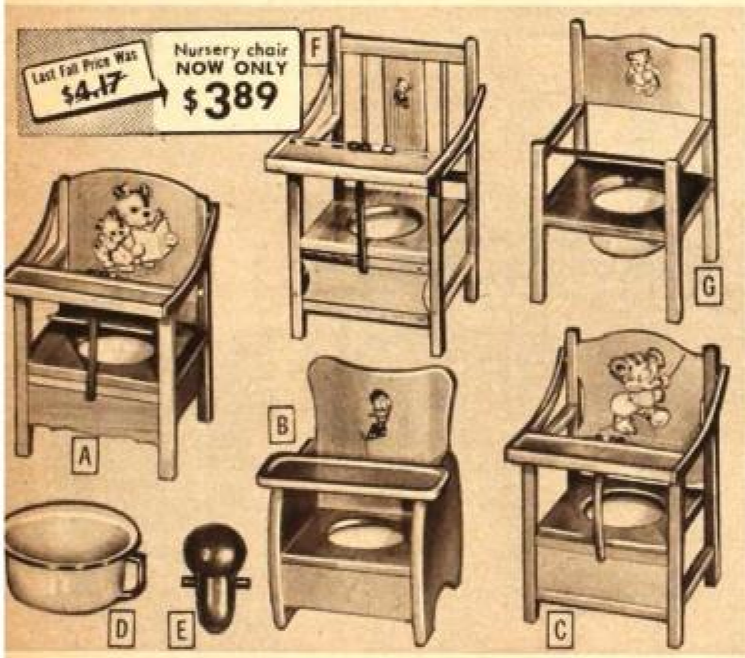
Only **$10.95** Cash

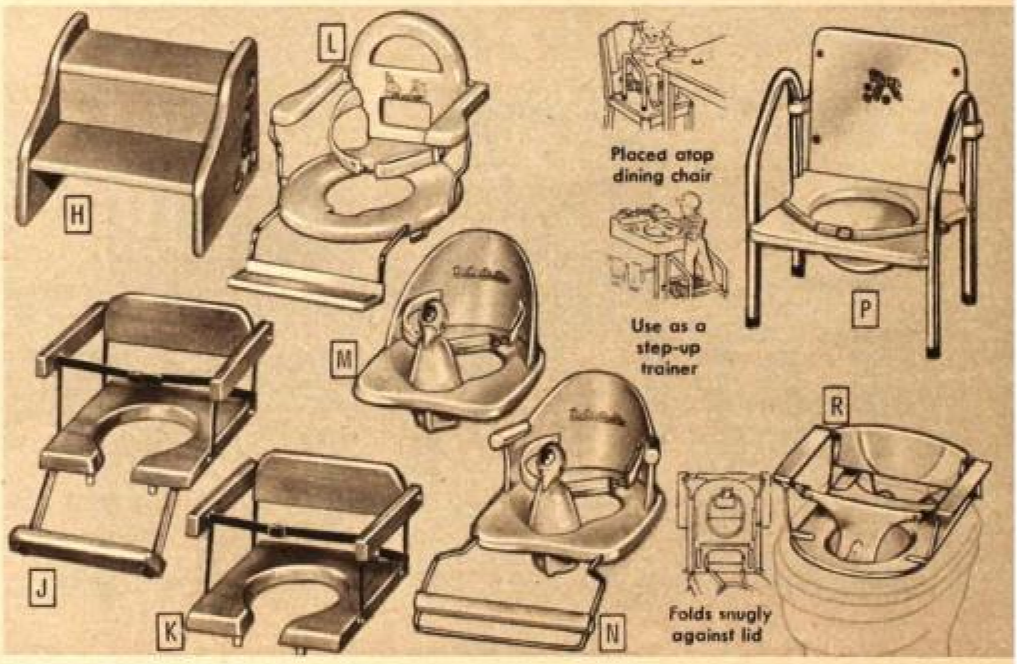
- Vinyl-plastic tuftless cover
- Tempered steel coils for comfort
- Layer-felted cotton filling

Exceptional quality—real innerspring comfort and support. Moderately priced. Layers of 100% felted cotton surround coil springs. Moisture-resistant cover cleans with a damp cloth. Sturdy border frame, strongly bound edges made for long-lasting service. Size 52x28 in. *State blue or pink color.*

1 EM 8288—Shpg. wt. 21 lbs. . . . $10.95

IMPORTANT! READ BEFORE ORDERING! *Crib mattresses shipped freight or express. Bassinet pads, ¾ crib mattresses mailable. For correct size, measure spring. Full size crib mattresses fit cribs with inside measurements 52 to 53 in. long; 28 to 29 in. wide. ¾-size mattresses fit cribs with inside measurements 46 to 47½ in. long; 24 to 25 in. wide. Bassinet pads fit bassinets with inside 35 to 36 in. long; 18 to 20 in. wide. There's a Honeysuckle for every need!*





HONEYSUCKLE NURSERY CHAIRS AND TRAINING SEATS help baby form good habits

[A] STURDY CHAIR. Hardwood, golden maple or waxed birch finish. Seat 10¾x11¾ in. Ht. 20½ in. *State finish.* Mailable.
1 E 08771—Chair. Wt. 10 lbs. . $5.98
1 E 08773—Chair with enamelware vessel. Shpg. wt. 11 lbs. $6.39

[B] DE LUXE CHAIR. Hardwood, golden maple or natural blonde finish. Adjustable tray. Plastic vessel. Height 17⅛ in. Seat 12x9 in. *State finish.* Mailable.
1 E 08783—Shpg. wt. 9 lbs. . . $5.98

[C] HARDWOOD CHAIR. Waxed birch finish. Overhead tray. Seat 10¾x11¾ in. Ht. 20½ in. Mailable.
1 E 08736—Chair. Wt. 8 lbs. . . $4.98
1 E 08738—Chair with enamelware vessel. Shpg. wt. 9 lbs. $5.39

[D] WHITE ENAMELWARE VESSEL. Diameter 7⅝ inches. Mailable.
1 E 8752—Shpg. wt. 12 oz. 49c

[E] DEFLECTOR (for boys). Sanitary rubber. Easy to attach. Fits our nursery seats only. Mailable.
1 E 8737—Shpg. wt. 6 oz. 49c

[F] HARDWOOD CHAIR. Natural finish. Overhead tray. Seat 10x11 in. Height 20 in. Unassembled. Mailable *Was $4.17.*
1 E 08732—Shpg. wt. 6 lbs. . . $3.89

[G] CABINETWOOD CHAIR. Natural finish. Strongly made. Seat 10¾x11¾ in. Ht. 20 in. Mailable.
1 E 08713—Chair. Wt. 7 lbs. . . $2.89
1 E 08719—Chair with enamelware vessel. Shpg. wt. 8 lbs. $3.35

[H] STEP-UP STOOL. For play or training baby to wash hands. Hardwood, golden maple finish. 12x12x10 in. high.
1 E 08791—Shipping weight 5 lbs. Mailable $2.89

[J] LOW-PRICED FOLDING TRAINER. Made of durable hardwood, golden maple or white enamel finish. Adjustable footrest. Seat 11x9¾ in. Back height 5¼ in. Mailable.
1 E 08706—Shipping weight 2 lbs. *State finish* $2.29

[K] 1 E 08705—Constructed exactly as trainer above, but without footrest. Shipping weight 2 lbs. $1.98

[L] ATTRACTIVE PLASTIC FOLDING TRAINER. Adjustable footrest. Seat 11¼x13x8½ in. high. *State blue or pink.*
1 E 08795—Shipping weight 3 lbs. Mailable $4.77

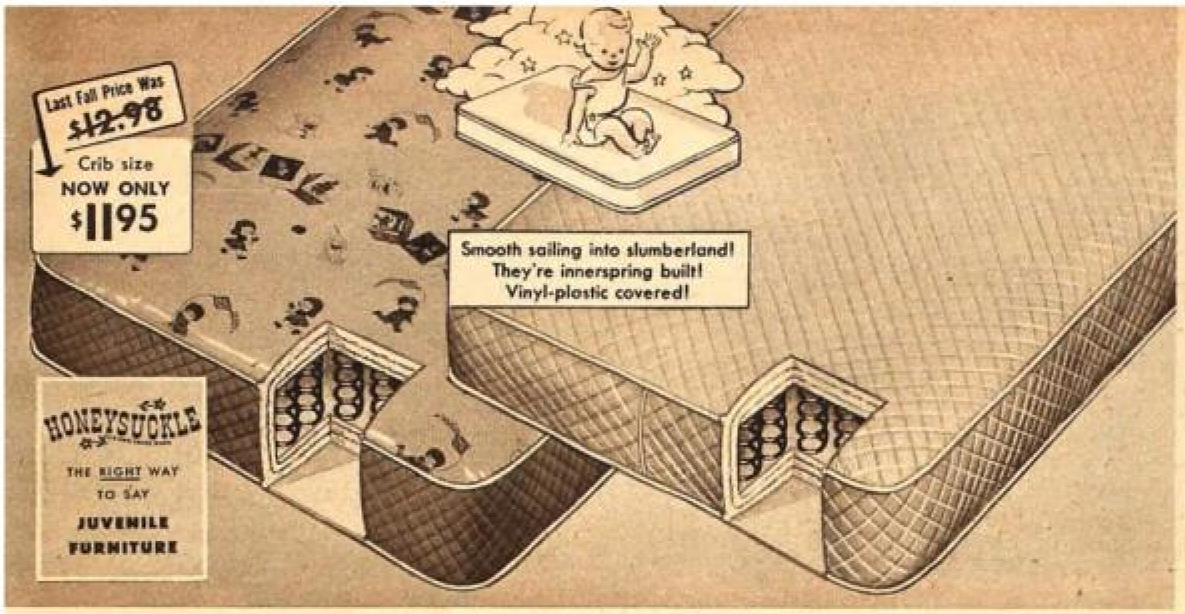
[M] HARDWOOD SEAT. Duck deflector. Curved back. Baby blue water-resistant finish. Seat 11x10 in. Height 4 in.
1 E 08766—Shipping weight 2 lbs. Mailable $3.49

[N] 1 E 08767—As above, with footrest and armrest added. Back ht. 5½ in. Shpg. wt. 3 lbs. Mailable $4.69

[P] NURSERY CHAIR-STOOL. Ideal step stool. May be placed atop chair so baby can sit at table. Sturdy hardwood, polished aluminum sides, non-skid rubber tips. Back folds down. Plastic vessel. Seat 11x9½ in., ht. 16 in. Back 9 in. high. *State baby blue or pink.*
1 E 8776—Wt. 4 lbs. Mailable $4.69

[R] "ALWAYS-READY" TRAINER. Attaches easily to adult seat—folds out of the way! Molded plastic—smooth, durable, sanitary—can't rust, discolor or chip. Sturdy arms, backrest. Seat 9¼x11½ in.; back height 4¾ in. *State color:* white, baby blue or pink.
1 E 8772—Wt. 2 lbs. Mailable $4.79

Whatever you need for Baby you can get it on Sears Easy Terms! See inside back cover





HONEYSUCKLE MATTRESSES . . proper support, real comfort

De luxe quality Innerspring Mattresses

Crib size **$11.95** Was $12.98

- Vinyl-plastic cover—smart juvenile pattern
- Tempered coil springs for restful comfort
- 100% felted cotton filled, well insulated

Built for the comfort your baby needs . . . the firm support you want his growing body to have. Layers of 100% felted cotton surround the steel coils. Latex jute pad insulator. Quilted border. Smooth, tuftless moisture-resistant vinyl-plastic cover resists scuffs, cracks, stains. Cleans with damp cloth. Size 52x28 in. Baby blue or pink. *State color.*

1 EM 8212—Shpg. wt. 21 lbs. *Was $12.98*. . . . $11.95
1 E 08225—Bassinet size, 35x19 in. Wt. 8 lbs. . 3.98

Luxury-styled Innerspring Mattress

$14.95

- All-over vinyl-plastic quilted cover
- Tempered steel coils for extra comfort
- Rubberized fiber insulator . . well made

Everything to be desired in a fine crib mattress . . . and more! Sturdy, long-lasting, attractive . . . gives baby firm, buoyant support and comfort. Vinyl-plastic quilted all-over cover—smooth, tuftless, moisture-resistant. Baby pink or blue. Coil springs of tempered steel, surrounded by layers of 100% felted cotton. Rubberized fiber insulator. Strong border frame, taped edges. Size 52x28 in. *State color.*

1 EM 8287—Shipping weight 24 lbs. $14.95

PLASTIC SLIPCOVER AND MATTRESS COMBINATION

$11.95 Complete set

- Slipcover of strong, long-wearing plastic
- Cleans easily . . . water and acid-resistant
- 63 tempered steel coil innerspring mattress

Sanitation and comfort for baby . . . real convenience for mother! Water-resistant vinyl plastic cover slips on-and-off quickly, easily . . . keeps mattress dry, clean, new-looking. Balanced 63 coil springs in mattress for firm support and comfort. Pink or blue juvenile print ticking. Layers of deep, firmly padded cotton. Rubberized fiber insulator. Size 52x28 in. (Do not wash cover in washing machine or hang in sun.)

1 EM 8213—Shipping weight 20 lbs. *State color*. . $11.95

Items on this page shipped freight or express from stock unless stated otherwise. For Easy Terms, see inside back cover.







HONEYSUCKLE HIGH CHAIRS . . sturdy, comfortable . . PADS to fit

[A] LOW-PRICED OVERHEAD TRAY STYLE. Stationary footrest. Widespread legs with 4 stretchers resist tilting. Smoothly sanded hardwood, non-poisonous waxed birch finish. Seat 15x13½ in. Overall height 39 in.
1 EM 8740—Shpg. wt. 13 lbs. . . $6.49

HIGH CHAIR PADS. Upholstered comfort for baby! Plumply cotton-filled pads cushion the seat, back, sides of any high chair. Just slip on and tie. Vinyl-plastic cover resists scuffing, peeling, cracking. Mailable.

[B] 1 E 8715—Smartly quilted. *State:* pink or blue. Shpg. wt. 2 lbs. $2.49

[D] 1 E 8711—Gay design. Bright red or pastel blue. *State color.* Shpg. wt. 2 lbs. *Was $2.19*. $1.98

[C] LOW-PRICED PANEL-BACK STYLE. Removable stain-resistant tray. No tiny cracks or crevices to catch dust or dirt. Many built-in features. Adjustable footrest. Hardwood, non-poisonous golden maple with natural tray or waxed birch finish. Seat 15x12½ in. Height 38¾ in. *State finish.*
1 EM 8759—Shpg. wt. 20 lbs. . . $8.95

[E] ATTRACTIVE FULL PANEL-BACK HIGH CHAIR. Gives baby draft-resistant comfort. Stain-resistant tray is adjustable to three positions. Widespread legs, 7 sturdy stretchers. Durable hardwood, safe golden maple or waxed birch finish. Seat 15x12¼ in. Ht. 39¾ in. *State finish. Was $12.95.*
1 EM 8761—Shpg. wt. 25 lbs. . $10.95

[F] ATTRACTIVE CHAIR WITH REMOVABLE PLASTIC TRAY. Deep 3-position adjustable plastic tray resists stains, nicks . . . washable with soap and boiling water. Smooth rounded edges. Durable construction, non-poisonous golden maple or waxed birch finish. Widespread non-tilt legs. Adjustable footrest. Solid panel back. Safety strap. Seat 15¼x11¼ in. Overall height is 38 in. *State finish.*
1 EM 8731—Chair only. Shipping wt. 24 lbs. $13.95
1 EM 8796—With chair pad [D] at left. Shipping weight 26 pounds. $15.50

[G] LUXURY-STYLE UPHOLSTERED COMFORT! Converts into low, safe play table. 3-position plastic tray resists acids, stains, nicks—washes like a dish! Smooth rounded edges. Adjustable footrest. Red plastic cushions, softly padded. Sturdily constructed of select hardwood. safe, non-poisonous golden maple or waxed birch finish. Widespread legs. Safety strap. Seat 14½x12¼ in. Height 38¾ in. Play table top 19x15 in. *State finish.*
1 EM 8792—Chair with pad. Shpg. wt. 31 lbs. $19.95

[H] OUTSTANDING VALUE IN A SMART-LOOKING TWO-WAY HIGH CHAIR! Converts in-a-jiffy into a low, safe play table. Large 3-position wood tray. Adjustable footrest. Solidly built of hardwood, safe, non-poisonous golden maple or waxed birch finish. Widespread legs. Safety strap. Seat 14½ x11½ in. Height 39¼ in. Play table top 18½x15¾ in. *State finish.*
1 EM 8722—Chair only. Shipping wt. 29 lbs. $12.95
1 EM 8798—With chair pad [B] at left. Shipping wt. 31 lbs. $14.95

Use Sears Easy Terms for the things baby needs . . see inside back cover for complete information







SMART-LOOKING STROLLER

Comfortable . . collapsible

Comfort and style for the growing youngster. Convenient for mother when shopping or visiting. Heavily padded. Rubberized cloth cover, coated lining. Large reclining back. 2-position footrest. Foot brake. Strong steel frame construction, aluminum painted. 4-bow hood with visor. Folds compactly in a few seconds for storage or travel—fits easily in the back of car. 10-in. wheels, 15/16 in. gray rubber tires, chrome-plated hub caps. 31x16x12 in. Turquoise blue or gray—*state color when ordering.*
1 EM 8581—Shipping weight 43 lbs. $24.95
1 EM 8582—Same, without hood. Shpg. wt. 38 lbs. 19.95

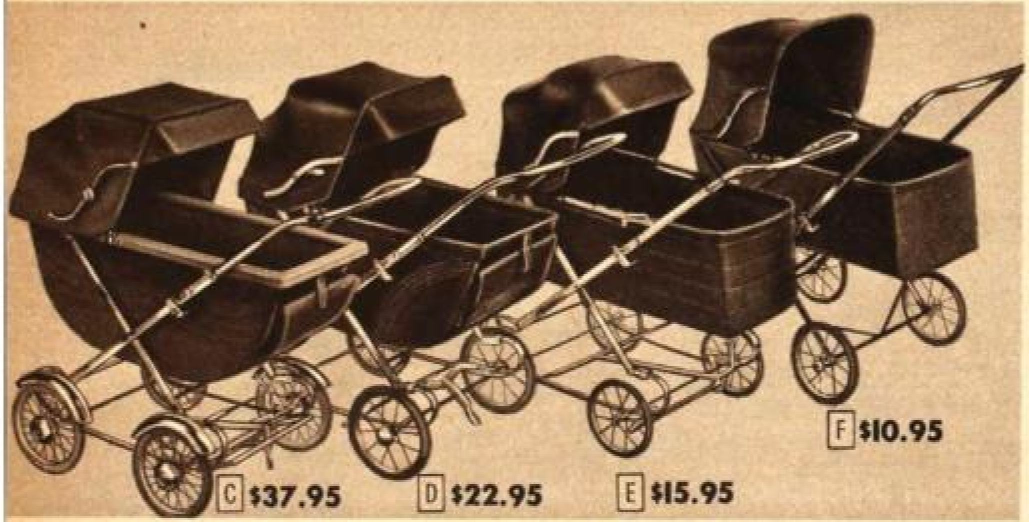
All carriages and strollers shipped freight or express from stock

HONEYSUCKLE BABY CARRIAGES . . safe, smooth riding

[A] DE LUXE QUALITY. Beautiful, serviceable. Free-action swivel front wheels turn carriage without effort. Duchess gear for smooth riding. Weather and wrinkle-resistant cloth cover, military blue or gray. Adjustable 4-bow hood. Well padded. Foot brake. Rear wheels 11 in., front 8¼ in., 15/16 in. gray rubber tires. Steel frame, aluminum painted. Size 35x18x15½ in. deep. Chrome-plated bumper and pusher. *State color.* Easy to handle.
1 EM 8572—Shpg. wt. 58 lbs. . . . $37.95

OUR FINEST LUXURY-STYLE CARRIAGE! (not shown). Like (A), but larger, more beautiful. Plus-quality in comfort and safety. Finger-tip steering. Duchess gear. 5-bow piped hood, visor. Weather-resistant rubberized cover. Steel frame. Foot brake. Chrome-plated pusher, bumper, legs. 36½x19x16 inches deep. Rear wheels 12 inches, front 9 inches; 1¼ inch gray rubber tires. *State* military blue or gray.
1 EM 8575—Shpg. wt. 58 lbs. . $47.95

[B] FREE-STEERING STYLE—MODERATELY PRICED. Duchess gear. 4-bow hood, sun visor. Moisture and weather-resistant rubberized cloth cover. Steel frame. Chrome-plated pusher, front bumper. 2-wheel foot brake. Rear wheels 11 in.; front, 8¼ in.; 15/16 in. rubber tires. Size 33½x16½x14 in. deep. *State* blue or gray. *Was $29.95.*
1 EM 8548—Wt. 46 lbs. . . $28.95





HONEYSUCKLE CARRIAGES . . smartly designed, easy to handle

[C] DE LUXE PRINCESS STYLE. Duchess gear. Padded rails, quilted sides. Weather-resistant rubberized cover. 4-bow hood. Pusher, mudguards, large hub caps chrome-plated. Steel frame. 2-wheel brake. 36½x17½x14 in. deep. 10-in. wheels, 15/16 in. rubber tires. Turquoise blue or gray.
1 EM 8570—*State color.* Shpg. wt. 42 lbs. . . $37.95
1 EM 8571—Twin size. As above, but 36½x27x15 in. deep. *State color.* Shpg. wt. 59 lbs. $47.95

[D] PRINCESS STYLE. Shock-absorbing duchess gear. Body and 4-bow hood of weather-resistant rubberized fabric. Steel frame. Chrome-plated handle. 2-wheel brake. 10-in. wheels, rubber tires. 33½x16½x14 in. deep. Blue or gray.
1 EM 8533—*State color.* Shpg. wt. 43 lbs. . $22.95

[E] STROLLER-STYLE CARRIAGE. Duchess gear absorbs shocks. Weather-resistant rubberized fabric, dark blue or gray. Quilted design on sides. 4-bow adjustable hood. 2-wheel foot brake. Storm shield. Chrome-plated pusher. 8-inch wheels, ⅝-in. rubber tires. Steel frame. 33x16x10 in. deep.
1 EM 8555—*State color.* Shpg. wt. 32 lbs. . . $15.95

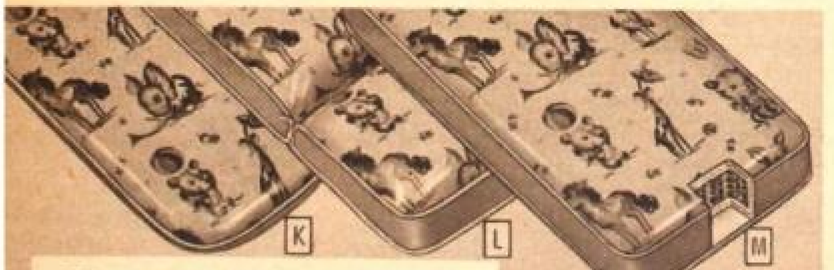
[F] ECONOMY-PRICED CARRIAGE. Big features—low price. Body and hood of water-resistant covert cloth. Adjustable. 3-bow hood. Single-action one-wheel brake. Tubular enameled pusher. 8-inch aluminum painted wheels, ⅝-in. rubber tires. Size 31x16x10 in. deep. Blue body and hood with gray enameled gear.
1 EM 8553—Shipping weight 24 lbs. $10.95

STROLLERS . . "tops" in style and comfort

[G] LOW-PRICED STROLLER. Weather-resistant rubberized cover. Double-action 2-wheel brake. Folding chrome-plated tubular pusher, arms. 2-position metal dasher. Padded seat, reclining back. 10-in. wheels, 15/16 in. tires. Steel frame. Size 31x16x12 in.
1 EM 8577—*State* turquoise blue or gray. Shpg. wt. 31 lbs. . . . $9.95

[H] SMARTLY-STYLED STROLLER. Two-toned padded seat 13½ in. square. Weather-resistant rubberized fabric. Folding chrome-plated pusher, arms, hub caps. Foot brake. 2-position metal dasher. 10-in. wheels, 15/16-in. rubber tires. Steel frame.
1 EM 8578—*State* dark blue or gray. Shpg. wt. 41 lbs. $19.95

[J] LUXURY STROLLER. Quilted, padded sides. 4-bow hood, visor. Weather-resistant rubberized fabric. Folding pusher, large fenders, hub caps, chrome-plated. 2-wheel brake. 10-in. ball bearing wheels, 1¼-in. rubber tires. Steel frame. 31x16x12 in.
1 EM 8595—*State* military blue or gray. Shpg. wt. 50 lbs. $32.95



CARRIAGE PADS . . Comfortable, well-made, priced low

[K] PRINT PAD. Cotton filled, 31x15 in. Vinyl-plastic coated, weather-resistant. Cleans easily with a damp cloth. Excellent quality at low cost to assure baby's riding comfort. Mailable from stock.
1 E 08267—Shipping weight 3 lbs. $1.89

[L] HINGED PAD. Better quality. Vinyl-plastic covering. Easy to clean. Single size 32½x16 inches, twin size 32½x24 inches. Mailable from stock.
1 E 08268— Single size. Shpg. wt. 4 lbs. $2.49
1 E 08269—Twin size. Shpg. wt. 7 lbs. $3.85

[M] LUXURY INNERSPRING—OUR FINEST! Resilient steel coils. Jute fiber insulator, cotton felt padding. Vinyl-plastic covering, easy to keep clean. Size 32x15 in. Luxury quality at low cost! Mailable.
1 E 08273—Shipping weight 5 lbs. $3.49







BRACELETS, LOCKETS AND RINGS . . charming jewelry to captivate any child

Buy a bracelet and locket or pendant for baby and watch her eyes sparkle adorably. Any child will be fascinated by the shining gold lockets that open to hold two pictures . . one of mother and one of dad. Pendants do not open. Shown actual size. In gift box. Shpg. wt. each 3 oz.

[1] BRACELET AND PENDANT with charming heart design. 5½-in. bracelet opens. Pendant on 12-in. chain. 1/20 12K yellow gold filled.
4 ER 5991E—*Print 1 initial*...$3.35

[2] "BABY SNOOKS" LINK BRACELET AND LOCKET. Links are easily removable. Heart on bracelet opens too. 12-in. chain. 1/20 14K yellow gold filled. *Print 1 initial.*
4 ER 5940E—Set...........$5.45
4 ER 5941E—Bracelet only.... 4.25

[3] EXPANSION BRACELET AND LOCKET. Exquisite flower design. Richly polished heart for engraving. 12-in. chain. 1/20 12K yellow gold filled. Bracelet has stainless steel back. *Print 1 initial.*
4 ER 5954E—Set...........$5.95
4 ER 5956E—Bracelet only.... 4.50

[4] EXPANSION BRACELET AND LOCKET set with twinkling simulated ruby. Lots of sparkle to catch the eye of any young miss. Richly polished heart locket on fine 12-in. chain. 1/20 12K yellow gold filled. Trim-fitting expansion bracelet has stainless steel back.
4 E 5972E—Set...........$6.95
4 E 5973E—Bracelet only..... 5.50

[5] "BABY SNOOKS" EXPANSION BRACELET AND LOCKET. Heart on bracelet opens, too. Dainty locket on fine 12-in. chain. Expansion bracelet has delicate two-tone gold design on top, stainless steel back. 1/20 14K yellow gold filled. *Print 1 initial*, for engraving.
4 ER 5979E—Set...........$7.95
4 ER 5977E—Bracelet only.... 6.95

Enchanting rings for boys or girls. Shown actual size. Shpg. wt. 3 oz. *State size.* Send $1.00 extra for sizes not listed.

[6] DELICATELY ENGRAVED BAND of precious 10K yellow gold.
4 E 5911E—*Size 0 to 3*.......98c

[7] DAINTY HEART BAND. 10K yellow gold. *Print 1 initial.*
4 ER 5916E—*Size 0 to 3*....$1.19

[8] SIGNET RING of 10K yellow gold. *Print 1 initial.*
4 ER 5912E—*Size 0 to 3*.....$1.49

[9] SIMULATED BIRTHSTONE sparkles charmingly from 10K yellow gold ring. *State birth month.*
♦4 E 5908EY—*Size 2 to 4*...$2.59

WALT DISNEY CHARACTER rings by Ingersoll. Mickey Mouse or Donald Duck; *state choice.* Gaily colored figures, luminous background. Sterling silver. Adjustable size. *Postpaid.*
4 E 5200E—Round style....$1.80
4 E 5201E—Square style.... 1.80

Baby will be pretty as a picture with one of these lovely lockets or pendants around her little neck. Lockets open to hold two tiny pictures; pendants do not open. In gift box. Shown actual size. 12-in. chain. Shpg. wt. each 3 oz.

[12] PENDANT with shining center, pretty engraved edge. 1/20 12K yellow gold filled. *Print 1 initial.*
4 ER 5927E..........$1.65

[13] LOCKET . . . exquisite sunburst engine-turned design. 1/20 10K yellow gold filled. *Print 1 initial.*
4 ER 5930E..........$1.85

[14] LOCKET with polished band, dainty flower design. 1/20 12K yellow gold filled. *Print 1 initial.*
4 ER 5938E..........$1.95

[15] "BABY SNOOKS" LOCKET with simulated birthstone. 1/20 14K yellow gold filled. *State birth month.*
4 E 5923E..........$2.35

[16] LOCKET of light blue imitation cloisonne with shiny gold edge. 1/20 12K yellow gold filled.
4 E 5924E..........$2.35

[17] PENDANT . . . all precious 10K yellow gold. Engraved design, polished center. *Print 1 initial.*
4 ER 5937E..........$2.35

[18] PENDANT of luxurious 10K yellow gold. Graceful flower design. Contrasting panel. *Print 1 initial.*
4 ER 5922E..........$3.65

[19] LOCKET in 10K yellow gold . . . smoothly polished. Exquisitely simple design. *Print 1 initial.*
4 ER 5929E..........$3.75



STERLING, SILVERPLATE for tots

[20] STERLING SILVER BABY SPOON in a new pattern. 4½ in. long. Gift boxed.
4 E 8887E—Wt. 4 oz...$2.25

[21] STERLING SILVER 2-PC. EDUCATOR SET. 4½-inch spoon, 4¼-inch fork.
4 E 8888E—Wt. 4 oz...$3.98

3-PC. STERLING SILVER CHILD'S SET (not shown). Same pattern. 4½-in. spoon, 4¼-in. fork. 5¾-in. knife.
4 E 8889E—Wt. 4 oz....$5.95

[22] "FIRST LOVE" SILVERPLATED 3-PC. CHILD'S SET by 1847 Rogers Bros. 5⅝-in. spoon, 6¼-in. fork. 7¼-in. knife has stainless steel blade. Not for sale outside U. S. A.
4 E 8931—Postpaid....$4.50

[23] TEETHING RING of harmless white plastic. Sterling bell for birth record.
4 E8891E—Shpg. wt. 5 oz. $1.98

[24] STERLING SILVER BENT BABY SPOON. 3⅜-in.
4 E8902E—Shpg. wt. 4 oz. $2.25

MICKEY MOUSE OR DONALD DUCK STERLING SILVERWARE. Brilliant 4-color raised figures are cloisonne fired enamel. Satin-lined gift boxes. *State Mickey or Donald.*

[25] 2-PC. EDUCATOR SET . . . 4½-in. spoon, 4¼-in. fork.
4 E8925E—Shpg. wt. 4 oz. $5.95

3-PC. CHILD'S SET (not shown). 4½-in. spoon, 4¼-in. fork. 5¾-in. knife.
4 E8926E—Shpg. wt. 4 oz. $8.50

BABY CUPS

Initial engraved at no charge. 8c per letter for additional letters. *Print initial or name.* SILVERPLATED, gold plate lined. Postpaid. (Wt. 5 oz.).

[26] TUDOR PLATE. 1⅝ in. high.
4 ER 8903E—Plain....$1.50

[27] 1881 ROGERS. 2⅛ in. high.
4 ER 8919E—Plain..$2.10

[28] COMMUNITY. 2⅛ in. high.
4 ER 8907E—Plain...$3.60

STERLING SILVER CUPS. 24K yellow gold lining. Gift boxed.

[29] SMALLER CUP. 1¾ in high. Shpg. wt. 4 oz.
4 ER 8894E—Plain.....$4.75

[30] HEAVIER, LARGER CUP . . . an outstanding value! 2⅛ in. high. Shpg. wt. 6 oz.
4 ER 8895E—Plain.....$7.50

HARMONY HOUSE SILVERPLATE

Two exquisite patterns in tot's own tableware . . . just the right weight and balance, proportioned to fit tiny hands. Designed by master craftsmen, beautiful enough for a baby princess. Choose from two superb patterns in two fine qualities of Harmony House silverplate. Gift boxed.

Maytime is Harmony House AA+ quality—silverplated overall with 75% more pure silver than standard A-1. Generously overlaid at wear points. A lovely, graceful design with scroll motif. Boxed.

[A] BENT BABY SPOON. 3⅜ in. long.
4 E 8875—Shpg. wt. 4 oz. Ea. 69c

[B] 2-PC. EDUCATOR SET. Blunt-tined fork 4¼ in. long. 4-inch spoon.
4 E 8876—Shpg. wt. 4 oz. Set $1.19

[C] 3-PC. CHILD'S SET. 7¼-in. knife, stainless steel blade. Blunt-tined fork 6¼ in. long. 5½-in. spoon.
4 E 8877—Shpg. wt. 4 oz. Set $2.19

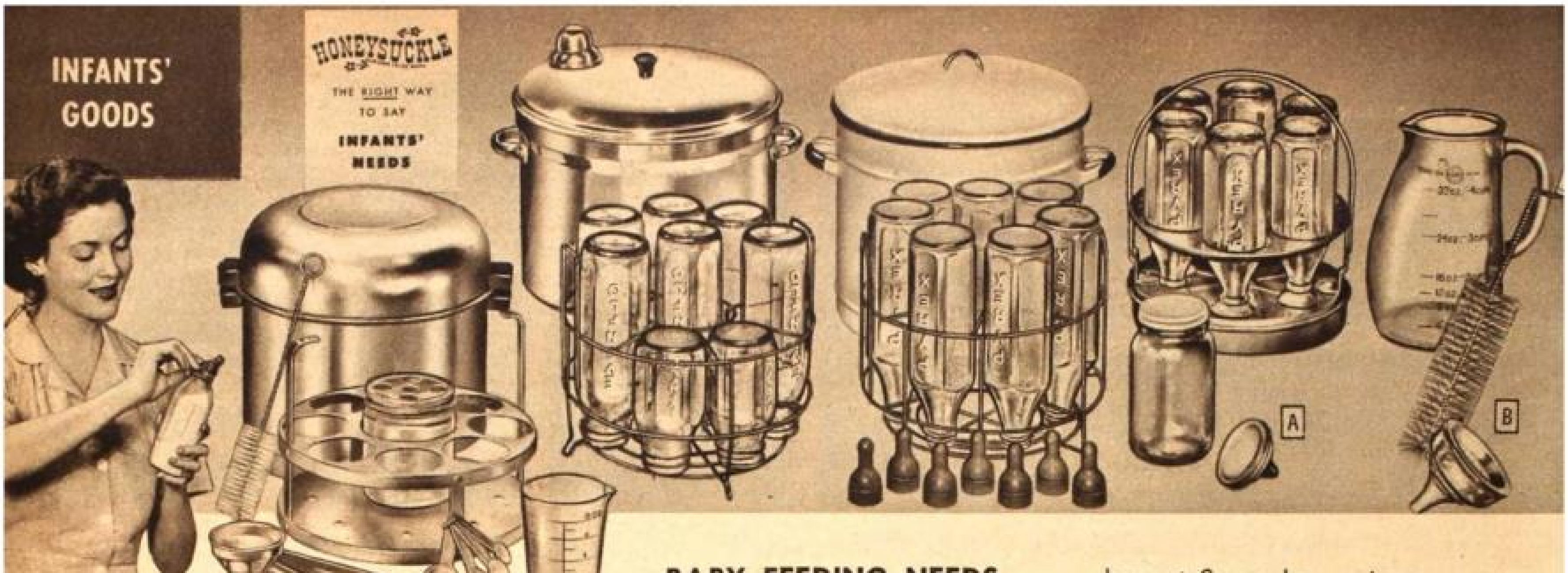
Personality is Harmony House XXXX quality—the best grade of silver plate made. Quadruple plate—four times as much silver as A-1. Slim and beautifully modern. Rayon satin lined gift box.

[D] BENT BABY SPOON. 3⅜ in. long.
4 E 8878—Shpg. wt. 4 oz. Ea. 95c

[E] 2-PC. EDUCATOR SET. 4¼-in. fork has blunt tines. 4-in. spoon.
4 E 8879—Shpg. wt. 4 oz. Set $1.75

[F] 3-PC. CHILD'S SET. 7¼-in. knife, stainless steel blade. Blunt tined fork 6¼-in. long. 5½-in. spoon.
4 E 8880—Shpg. wt. 4 oz. Set $3.50

Prices include 20% Federal Tax where E is added to catalog number. ♦Shipped from Chicago. Order, pay postage from your nearest Sears mail order house.



BABY FEEDING NEEDS . . . . . buy at Sears low prices

HONEYSUCKLE FORMULA, STERILIZER OUTFIT

$4.75 Complete

Hospital-type outfit. Sterilizes formula equipment by steam all at one time, including cover which can then be used as sterile mixing bowl. Polished aluminum sterilizer and cover have black plastic handles. Overall height 9¾ inches. 8-bottle aluminum rack. Nipple jar with perforated sterilizing and sealing covers. Nylon-bristled bottle brush. Stainless steel tongs. 8-oz. measuring cup. Funnel with strainer. Measuring spoons.
8E 2017—Shpg. wt. 5 lbs. 8 oz. Complete set . $4.75
8E 2018—STERILIZER AND RACK ONLY. Shipping weight 4 lbs. 8 oz. $4.49

ALUMINUM STERILIZER. Insures thorough and quick sterilization of bottles and nipples by steam. Sturdy 16-gauge polished aluminum. Close-fitting cover won't blow off. Gauge whistles as sterilization takes place. Capacity 8 qts. Overall height 9¾ in. Space for nipples. 8-bottle rack is copper nickel plated. Bottles not included.
8 E 2012—Shpg. wt. 2 lbs. 7 oz. **$3.49**
8E2013—RACK ONLY. Shpg. wt. 1 lb. 89c

PORCELAIN ENAMEL BOTTLE STERILIZER. Gleaming white porcelain-enamel kettle-type sterilizer for quick sterilization of your baby bottles by steam.
Tight-fitting cover. Handles at sides for easy lifting. Height 9 inches. Rust-resistant metal rack provides space for 7 bottles. Space in center for nipples. Bottles and nipples not included.
Shpg. wt. 5 lbs.
8 E 2008 . . . . **$2.98**

[A] STEAM-TYPE STERILIZER. Sterilizes bottles and nipples at same time. Metal tube extends inside each bottle, carrying steam to inner surfaces. Aluminum sterilizer with 2-cover nipple jar (one plain and one funnel cover); large pan holds boiling water. Rack 8¾ inches in diameter holds 6 standard-size bottles. **$2.69**
8 E 2009—Bottles not included. Shpg. wt. 2 lbs. . . . $2.69

[B] 3-PIECE FORMULA OUTFIT. Quart (32 oz.) glass pitcher made of heat-resistant glass. Graduated measurements in color. Glass funnel, aluminum strainer insert. Nylon-bristled bottle brush. Shpg. wt. 2 lbs. 14 oz.
8 E 2278—Complete set for only **$1.39**
8 E 2279—PITCHER ONLY. Shpg. wt. 2 lbs. 2 oz. 75c
8 E 2277—FUNNEL AND STRAINER. Shipping weight 9 ounces . . . . 2 for 35c
8 E 2115—BRUSH ONLY. Shpg. wt. 4 oz. . . . . Each 49c





KENMORE ELECTRIC BOTTLE STERILIZER and Warmers

[C] • KENMORE AUTOMATIC ELECTRIC STERILIZER.
• Uses live steam—the safest, surest method of sterilizing—recommended by doctors and nurseries.
• Works quickly . . needs no watching . . electricity automatically shuts off when bottles are sterilized.
Sterilizes 7 bottles, 12 nipples, 12 caps and funnel (not included) at one time. Safe. UL approved. Odorless plastic base, individual steam jet for each bottle. Aluminum cover; plastic knob. Any 110-120-volt AC.
34 E 6854—575 watts. Cord. Shpg. wt. 4 lbs. **$4.75**

[D] BEST KENMORE AUTOMATIC ELECTRIC BOTTLE WARMER. Heats quickly with steam. Vaporizer for treating cold included. White porcelain base, cover. Deep heating well for uniform bottle warmth. Current shuts off when bottle is warm. Plastic handle. Cord. Bottle not included. Any 110-120-volt AC. UL approved.
34 E 6857—Shipping weight 3 lbs. 2 oz. **$2.69**

[E] KENMORE AUTOMATIC ELECTRIC BOTTLE WARMER. No vaporizer. Porcelain base. Operates as above. Any 110-120-volt AC. Bottle not included. UL approved. Uses 350 watts. Cord included.
34 E 6864—Shpg. wt. 2 lbs. 10 oz. **$1.79**

[F] ECONOMY AUTOMATIC ELECTRIC BOTTLE WARMER. Porcelain base and cover. Operates same as [D] and [E]. Any 110-120-volt AC 350 watts. With cord. Bottle not included.
34 E 6872—UL approved. Shpg. wt. 11 oz . . **$1.49**

[G] ELECTRIC FOOD WARMER PLATE. Durable porcelain; 3 compartments. Quick-heat 350-watt element. 9x6¾ inches overall. Cord. UL approved. Any 110-120 volt AC. Pink or blue.
34 E 6874—*State color.* Shpg. wt. 3 lbs. **$2.98**

[H] 3-PIECE FEEDING SET. Includes: Automatic Electric Bottle Warmer, similar to 34 E 6872. Porcelain body with attached cord. Automatic shut-off when milk is warm. Underwriters Lab. approved. Any 110-120-volt AC. Uses 35 watts.
PORCELAIN PORRINGER DISH. Fits on top of bottle warmer to keep food warm. 4¼-in. diameter.
3-COMPARTMENT PORCELAIN FEEDING DISH. Add hot water into water jacket and keep food warm while feeding. 3 pieces in choice of pink or blue color. Bottle not included. 6¾-in. diam. *State color.*
34 E 6873—3-pc. Set. Shpg. wt. 4 lbs. 13 oz. **$3.59**

AIDS for preparing baby's food

[J] BABY JOY PLASTIC FEEDING TRAY. Handy way to feed baby! 3 compartments for food, one for cup. 12x7 inches. *Please state pink or blue.* **98c**
8 E 2075—Shipping weight 14 ounces 98c

[K] HOT WATER FEEDING PLATE. 8½-inch glazed porcelain plate, aluminum base. Metal threaded stopper.
8 E 2212—Shipping weight 2 lbs. 3 oz. $3.25

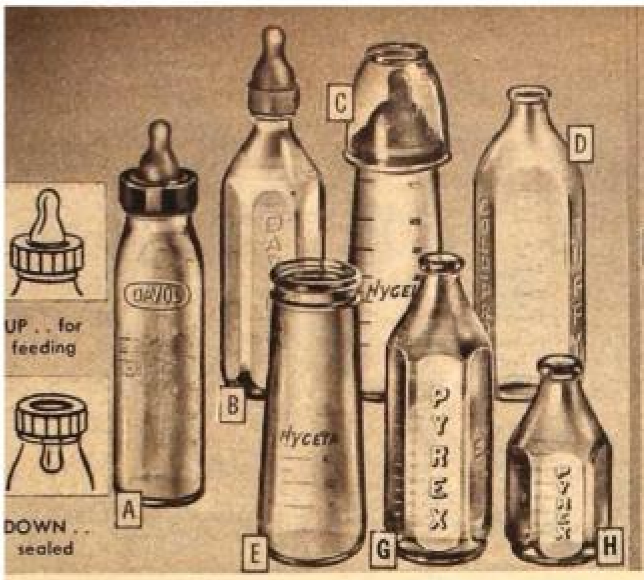
[L] NURSERY CHEF. Warms food right in feeding tray! Reduces dishwashing by more than 4,000 pans a year! Plastic tray has 4 food compartments and cup. Fits on aluminum pan. Detachable plastic handle.
8 E 2242—Length 11 in. Shpg. wt. 1 lb. 10 oz. $2.95

[M] BABY SIZE DOUBLE BOILER. 3-coat white enamel.
8 E 2001—Height 5¾ in. Shpg. wt. 1 lb. 2 oz. 98c

[N] REDI-TAIN. Insulated holder keeps bottle warm or cold 4 hours. 9 in. long. For middle-of-night feeding!
8 E 2133—Postpaid (Shpg. wt. 2 lbs.) 2 holders 98c

[P] BABY'S BOTTLEMASTER. Keeps 8-oz. bottle hot or cold for 4 hrs. Nursery design plastic cover.
8 E 2131—Bottle not included. Shpg. wt. 4 oz. $1.89

Naturally, you can buy Baby Things on Sears Easy Terms. For details, see inside back cover







FAMOUS BABY BOTTLES

[A] DAVOL "ANTI-COLIC" NURSER. Slender 8-ounce bottle. Nurser includes bottle, nipple, cap, disc. Postpaid.
8 E 2093—Nurser complete....................6 for $1.75
8 E 2094—8-OUNCE BOTTLE ONLY...............8 for 80c
8 E 2095—CAP AND DISC.......................6 for 60c
8 E 2096—NIPPLE...........................9 for 90c

[B] DAVIDSON NO-COLIC NURSING UNIT. 8-ounce narrow-mouth bottle, screw-on nipple, screw-on cap.
8 E 2140—Postpaid............4 complete sets for $1.04

[C] HYGEIA NURSING SET. 8-ounce wide-mouth bottle, nipple, and Steri-Seal glass cap.
8 E 2116—Shpg. wt. 3 lbs...........4 complete sets $1.08

[D] TUFFY BABY BOTTLES. 8-ounce narrow-mouth size.
8 E 2253—Postpaid.......................8 for $1.00

[E] HYGEIA WIDE-MOUTH BOTTLES. Use nipples 8 E 2145. Shipping weight 3 pounds.
8 E 2255—8-ounce bottles......................8 for $1.08

PYREX NURSING BOTTLES

[F] Famous Pyrex bottles, the kind that are heat-resistant! Set consists of six 8-ounce narrow-neck bottles complete with 6 nipples. You'll find nipples strong, durable, yet soft and pliable . . . made of translucent rubber. Packed in a decorated box. An excellent gift for that layette! **$1.21** Complete
8 E 2119—Postpaid..........................$1.21

[G] PYREX BABY BOTTLES. 8-ounce narrow-neck size. Heat-resistant. Popular with thousands of mothers.
8 E 2154—Postpaid.....................5 for $1.00

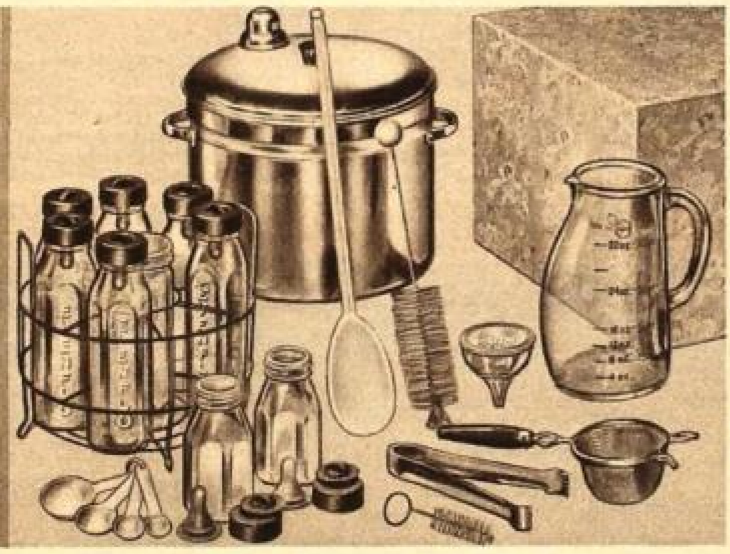
[H] PYREX BABY BOTTLES. 4-ounce narrow-neck size. Excellent for juice or water.
8 E 2130—Postpaid......................6 for 90c

EVENFLO ALL-IN-ONE NURSER



"It breathes as it feeds." America's most popular nurser gives feeding comfort nearest to natural nursing. A valve prevents nipple's collapse so baby can nurse with ease. Nipple can be sealed inside bottle. Nurser includes bottle, nipple, cap, disc. Postpaid. **$2.00** Set of 8
8 E 2123—LAYETTE PACKAGE OF 8 NURSING UNITS. Ideal gift for baby showers! Consists of six 8-ounce nursers for round-the-clock feeding and two 4-ounce nursers for orange juice or water. Packed in attractively decorated waxboard carton. Set of 8 nursers, complete..................$2.00
8 E 2151—NURSER WITH 8-OUNCE BOTTLE......4 for $1.00
8 E 2156—NURSER WITH 4-OUNCE BOTTLE......4 for 1.00
8 E 2152—CAP AND DISC......................6 for 60c
8 E 2153—NIPPLE..........................10 for $1.00
8 E 2155—8-OUNCE BOTTLE....................10 for 1.00





FEEDING ESSENTIALS

[J] QUICAPS. Cellophane covers for narrow-mouth bottles. Cardboard collars.
8 E 2114—Postpaid. Box 160 caps, 80 collars..........2 boxes for 78c

[K] STERI-SEAL GLASS CAPS. For use on 8E2255 and 8E2145.
8 E 2214—Shipping weight 1 pound 10 ounces......12 for 98c

[L] STERI-SEAL GLASS CAPS. For use on narrow mouth bottles.
8 E 2179–Shpg. wt. 10 oz. 12 for 98c

[M] HYGEIA NIPPLES. For 8E2255 (above) only. Shpg. wt. 10 oz.
8 E 2145..................6 for 99c

[N] DAVOL SANI-TAB NIPPLES. For use on narrow-mouth bottles.
8 E 2258—Postpaid....12 for $1.08

[P] DAVOL ANTI-COLIC NIPPLES. Black. For narrow-mouth bottles.
8 E 2271—Postpaid......12 for 72c

[R] RUBBER BOTTLE CAPS. For use on narrow-mouth bottles.
8E2265–Shpg. wt. 10 oz...12 for 74c

COMPLETE FEEDING UNIT with Sterilizer

Sears now offers you complete equipment for preparing baby's food—all in one package. Sterilizer is made of 16-gauge polished aluminum. Close-fitting cover will not blow off. Gauge whistles as sterilization takes place. Overall height 9¼ inches. Diameter 8⅜ inches. Space for nipples. Heavy 8-bottle rack is stain-resistant, copper nickel plated. Included are glass nipple-container with perforated sterilizing cover and solid sealing cover. Quart measuring pitcher made of heat-resistant glass . . . graduated in color. Glass funnel with aluminum strainer insert. Stainless steel tongs for lifting hot baby-bottles. Aluminum measuring spoon set. Wooden mixing spoon. 8 Evenflo nursing units, consisting of six 8-ounce nursing units and two 4-ounce nursing units (nursing unit is bottle, nipple, cap, disc). Nylon-bristled bottle brush. Nylon-bristled nipple brush. Fine-mesh strainer. Here's a complete food-preparing unit that every mother needs for her baby. Makes a wonderful gift! **$9.95** Complete
8 E 02002—Shipping weight 11 lbs..............Complete set $9.95

All Baby Needs may be included on your Easy Payment order. For complete details, see inside back cover.



FOODS FOR BABY

MEAD'S DEXTRI MALTOSE No. 1. With sodium chloride. For infant diets. Postpaid.
8 E 2244—5-lb. can...$2.79

MEAD'S DEXTRI MALTOSE No. 3. With potassium bicarbonate. Famous infant food. Postpaid.
8 E 2246—5-lb. can...$2.79

MEAD'S PABLUM CEREAL. Precooked. 18-ounce box.
8 E 2230–Pstpd. 2 boxes 90c

CEREVIM (LEDERLE). Complete, precooked, vitamin-enriched cereal. Baby's first solid food. 1-lb. can.
8 E 2034—Pstpd. 2 cans 78c

DEXIN (BURROUGHS WELLCOME). Milk modifier. Palatable without being too sweet. Postpaid.
8 E 2035–12-oz. can. Ea. 73c
8 E 2003–3-lb. can. Ea. $2.39

KANANA BANANAS. Dehydrated banana flakes. Add liquid, use as beverage or on cereal. Shipping weight 1 pound 4 ounces.
8 E 2272–2 (5½-oz.) cans 86c

DEXTROGEN. Modified evaporated milk. Postpaid.
8 E 2211—Four (14½-oz.) cans..............$1.04

SMA BABY FOOD. Special food formula. Postpaid.
8 E 2235—1-lb. can...$1.08
Save 60c. Get case of 12 cans for only.......$12.36

SIMILAC BABY FOOD. Powdered modified milk product. Shpg. wt. 1 lb. 7 oz.; 15 lbs.
8 E 2238—1-lb. can.....98c
Twelve 1-lb. cans...$10.95

NESTLE'S LACTOGEN. Ptpd.
8 E 2227—1-lb. can...$1.05



Foley Baby Food Mill

Ideal for straining baby's vegetables, preparing purees of all kinds. Tin-coated steel. Quart size.
8 E 2128—Postpaid..**$1.75**

Items marked Postpaid on this page not for sale outside the continental limits of the U. S.



TUBS FOR BABY'S BATH

[A] TRIPLE-COATED PORCELAIN ENAMEL BATHTUB. No more back-breaking bending for mother . . . tub can be placed at any height desired on table or chair. Made of heavy-gauge steel covered with 3 coats of durable, long-lasting, gleaming-white baked-on enamel. Seamless construction. Hole in rim for hanging on wall. **$1.98** 15 quart

8 E 02000—Standard size. Capacity 15 quarts. Dimensions 20½ inches long, 16 inches wide, and 5½ inches deep. Shpg. wt. 5 lbs. $1.98

8 E 02157—For those who want a tub of greater capacity, Sears offers this 25-quart capacity tub. 25x18½x6¾ in. Shpg. wt. 8 lbs.... **$3.29**

[B] FLOOR MODEL FOLDING BATHTUB. Ideal for homes short on space. Light enough for easy carrying. Made of soft, pliable, white waterproofed fabric. Easily cleaned by washing with soap and water. White-enameled wood frame is metal-braced. Stands firmly on floor with no tip-over danger. 36x16 inches x 22 inches high. Size closed 5x36x5 inches.

Last Fall Price Was ~~$4.98~~ NOW **$3.98**

8 E 02011—Shipping weight 8 pounds. $3.98

[C] TABLE MODEL FOLDING BATHTUB. Stands securely on any flat surface. White-enameled steel frame. Rubber-cushioned legs. Tub of white Vinylite plastic, completely waterproof. Easily cleaned. Size 30x17x9½ inches. Built-in hammock for easy bathing (size 11x17 inches).

8 E 02071—Shipping weight 4 lbs. **$4.98**

NESTLE'S

$1.18 2-oz.

Used by mothers for at least a generation to increase the curliness of baby's hair. You'll find it easy and convenient! Massage gently into baby's scalp. Begin when baby's second growth of hair is about one inch long. 2-ounce bottle. Price includes 20% Federal Tax. Postpaid.

8 E 2254E. $1.18

Price includes 20% Federal Tax where E is added to catalog number.

NECESSITIES FOR BABY

SEARS APPROVED ANTISEPTIC BABY OIL. Shpg. wt. 4 lbs. 2 oz.
8 E 2158E—16 oz. .... 2 for $1.49
SEARS APPROVED BABY POWDER.
8 E 2177E—10 ounces. Shipping weight 1 pound 12 oz. 2 for 84c
MENNEN'S BABY OIL. Postpaid.
8 E 2165E—5 oz. .... 2 for $1.18
8 E 2168E—12 oz. 1.18
8 E 2170E—29-oz. Economy 2.38
8 E 2124E—Baby oil with lanolin. 6 ounces. .... 2 for $1.18
MENNEN'S BABY POWDER. 9 oz.
8 E 2160E—Postpaid. 2 for $1.18
JOHNSON'S BABY POWDER. 10 oz.
8 E 2182E—Postpaid. 2 for $1.18
JOHNSON'S BABY OIL. Postpaid.
8 E 2183E—6 oz. .... 2 for $1.18
8 E 2193E—16 oz. 1.18
JOHNSON'S PRICKLY HEAT POWDER. For diaper rash. 4½ oz.
8 E 2198E—Postpaid. .. 2 for 50c
BABY TOILET CASE. Rounded safety point nail scissors. Blue plastic comb. Cuticle pusher. Red leather case. 8c Federal Tax included.
8 E 2213E—Shpg. wt. 4 oz. $1.59

BATH LAYETTE. Accessories in handy basket. These Sears Approved items: 4¼ oz. baby powder; ½ lb. absorbent cotton; 4-oz. boric acid powder, U.S.P.; 6 oz. baby oil; 25 glycerin suppositories; 3 cakes baby castile soap. Plus 100 cotton-tipped swabs; bath thermometer. Ivory-enameled fiber basket, wood bottom (14½x11x4½ in.).
8 E 2263E—8c Fed. Tax incl. Shpg. wt. 5 lbs. 3 oz. **$3.89**
8 E 2111—*Basket only.* Shipping weight 2 pounds. 98c
JOHNSON'S BABY LOTION. 6 oz.
8 E 2191E—Postpaid. 2 for $1.18
JOHNSON'S BABY CREAM. 2⅜ oz.
8 E 2180E—Postpaid. 2 for $1.18
SEARS APPROVED BABY CASTILE SOAP. 10 bars.
8 E 2022—Shpg. wt. 2 lbs. 6 oz. 98c
JOHNSON'S BABY SOAP. Bland.
8 E 2184—Postpaid. 6 bars $1.14
STORK CASTILE SOAP. Mild.
8 E 2023—Postpaid. 8 bars $1.00
SANTA MARIA CASTILE. 3½ lb.
8E2163—Shpg. wt. 4 lbs. 2 oz. $1.49



NURSERY NEEDS for better care of your baby . . budget-priced at Sears

[D] FLANNELETTE-COVERED RUBBER SHEETING. Washable, boilable. White. 2 styles: *single-coated* with flannelette on 1 side; *double-textured* with flannelette on both sides.
SINGLE-COATED FLANNELETTE SHEETING.
8 E 2039—12x14 inches. Shpg. wt. 2 lbs. 4 oz. 4 for 79c
8 E 2040—18x27 inches. Shpg. wt. 1 lb. .... 2 for 93c
8 E 2041—27x36 inches. Shpg. wt. 1 lb. 85c
8 E 2043—36x45 inches. Shpg. wt. 1 lb. 10 oz. .. $1.29
DOUBLE-TEXTURED FLANNELETTE SHEETING.
8 E 2078—12x14 inches. Shpg. wt. 2 lbs. 8 oz. 4 for $1.19
8 E 2079—18x27 inches. Shpg. wt. 1 lb. 6 oz. .2 for 1.49
8 E 2080—27x36 inches. Shpg. wt. 1 lb. 6 oz. .. 1.45
8 E 2082—36x45 inches. Shpg. wt. 2 lbs. 2.39

[E] UMBILICAL TRUSS. For navel rupture. Cotton elastic. Comes in even sizes 12 to 24 inches. Measure snugly around body at navel.
8 E 1323—*State measurement.* Shpg. wt. 4 oz. $1.89

[F] BREAST PUMP. Helps start flow of milk. Fits snugly. 1½-oz. capacity.
8 E 2466—Shpg. wt. 10 oz. 59c

[G] INFANT SYRINGES. For enemas. Natural rubber bulb. Hard rubber pipe.
8 E 2301—4-oz. bulb. Shpg. wt. 5 oz. 49c
[H] HOT WATER BOTTLE. Nursery design. 8x4½ in. *State color:* pink or blue.
8 E 2437—Pint. Shpg. wt. 10 oz. 79c
[J] BABY THERMOMETERS. Set of 3. One for room (3½ in.), one for milk (10¾ in.), one for bath (4 in.)
8 E 2121—Shpg. wt. 12 oz. ...... Set $1.89
[K] SAFETY SCISSORS. For baby's nails. Nickel-plated carbon steel. Safety-rounded point. Fully ground blade.
8 E 2054—3½ in. Shpg. wt. 3 oz. $1.39
[L] WHIRL-PULL FEVER THERMOMETER. Mercury comes down easily without shaking. Oral or rectal use. Plastic case.
8 E 2594—Shpg. wt. 3 oz. $1.19
[M] BATH SPRAY FOR BABY. About 5 feet of tubing. *State color:* blue or pink.
8 E 2450—Shpg. wt. 12 oz. 89c
[N] BABY BATH THERMOMETER. Nursery colored enamel wood float.
8 E 2120—4½x2¾-in. Shpg. wt. 4 oz. .. 89c

[P] BABY GIFT SET. Practical, yet fun. 3 pieces: Bath spray (4½ ft. tubing), decorated hot water bottle; squeaking rubber doll. *State choice:* blue or pink. Shpg. wt. 1 lb. 8 oz.
8 E 2439. .... Set **$2.49**
[R] Q-TIPS. Sterilized. Postpaid.
8 E 2033—240 Tips (480 swabs) 98c
COTTON-TIPPED APPLICATORS (not shown). For baby care, applying medications, ears and nose. Envelopes of 100. Shpg. wts. 8 oz. and 12 oz.
8 E 2673—3-inch (500 applicators) 79c
8 E 2674—6-inch (500 applicators) 89c
[S] STERILIZED COTTON BALLS. Absorbent. Box of 200 medium size balls.
8 E 2662—Shpg. wt. 1 lb. .... 2 boxes 89c
[T] COTTON SWABS IN JAR. Decorated glass jar. 300 swabs, 3¼ in. long.
8 E 2135—Shpg. wt. 1 lb. 79c
8 E 2147—1000 swabs, without the jar. Use as refill. Shpg. wt. 14 oz. $1.59
CURITY MASK. (Not shown.) White cotton.
8 E 2699—Postpaid. .... 3 for 87c

HAMPER

$3.39 Each

Just the right size for baby's laundry. Porous construction provides for ample air circulation. Wood frame covered with woven fiber. Wood veneer cover coated with pyralin. Nursery decorations. Size 8x 11½x17½ in. *State choice:* pink or blue. Shpg. wt. 3 lbs.
11 E 07257. .... $3.39

Items on these two pages marked Postpaid not for sale outside the U. S.





PRACTICAL GIFTS for the new baby . . priced low at Sears

[A] TWERPY'S WATER CIRCUS. Bath time is fun time with this tentful of pure baby castile soap figures! Included are Twerpy the ringmaster, Dubbie the Duck, Frankie the Fish, Myrtle the Turtle, and Sniffer the Seal. Carefully boxed.
8 E 908—Shpg. wt. 1 lb. 8 oz. 89c

[B] DISNEY SOAP TRIO. Popular comic team of Donald Duck, Mickey Mouse, and Pluto made of castile soap. Their amusing lifelike expressions will please your youngsters. Shpg. wt. 12 oz.
8 E 911—Carefully boxed. $1.00

[C] BABY SHOES. Chubby little shoes made of castile soap. Each shoe about 2 inches high. Pair nicely boxed. *Please state color* pink or blue.
8 E 901—Shpg. wt. 1 lb. 89c

[D] COTTON DISPENSER. Cottontail to guard your cotton. Pottery. *Please state color* pink or blue. 5 in. high.
8 E 2074—Shpg. wt. 1 lb. 14 oz. 98c

[E] BUNNYHEAD NITELITE. Ceramic, covered with cellu-suede. 7¼ in. high. 5-ft. cord. *State pink or blue.* For 110-120 volt AC. 7 watt bulb.
8 E 2219—Shpg. wt. 2 lbs. 10 oz. $3.69

[F] SLEEPYTOT NIGHT LIGHT. Attractive ivory-color composition. 5½ in. high. 5-ft. cord. 7-watt bulb. 110-120 volt A.C. or D.C. Adjustable bright or dim light.
8 E 2107—Shpg. wt. 2 lbs. 3 oz. $2.49

[G] JOHNSON'S BABY GIFT BOX. 1 cake baby soap; 2⅗-oz. baby cream; 1⅗ oz. baby oil; 4⅗-oz. baby powder. Boxed. Postpaid.
8 E 2195E—19c Fed. Tax included. $1.34

[H] JOHNSON'S DE LUXE GIFT BOX. 2 cakes baby soap; 2⅗-oz. jar baby cream; 6-oz. bottle baby oil; two 4⅗-oz. cans baby powder. Postpaid (Shpg. wt. 4 lbs. 8 oz.).
8 E 2199E—32c Fed. Tax included. . . . $2.47

[J] MENNEN BABY GIFT BOX. 1 cake of baby soap; 7 oz. tube baby cream; 2-oz. bottle baby oil; 4-oz. can baby powder; 100 cotton-tipped applicators. Boxed. Postpaid.
8 E 2083E—17c Fed. Tax included. $1.52

BABY SCALES . . Accurate, sturdily constructed

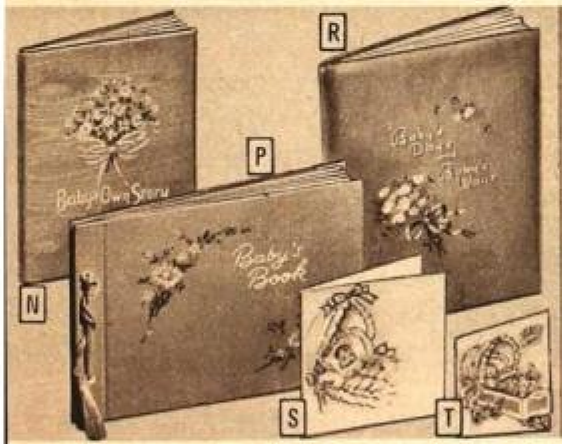
[K] DELUXE HONEYSUCKLE BABY SCALE. **$5.98 Each** Well-made spring-type scale. Metal and plastic in blue or pink finish. Attractive nursery design. Terry cloth tray cover can be easily removed and laundered. Weighs up to 24 pounds. *Please state color.*
11 E 07887—Shpg. wt. 7 lbs. . . . $5.98

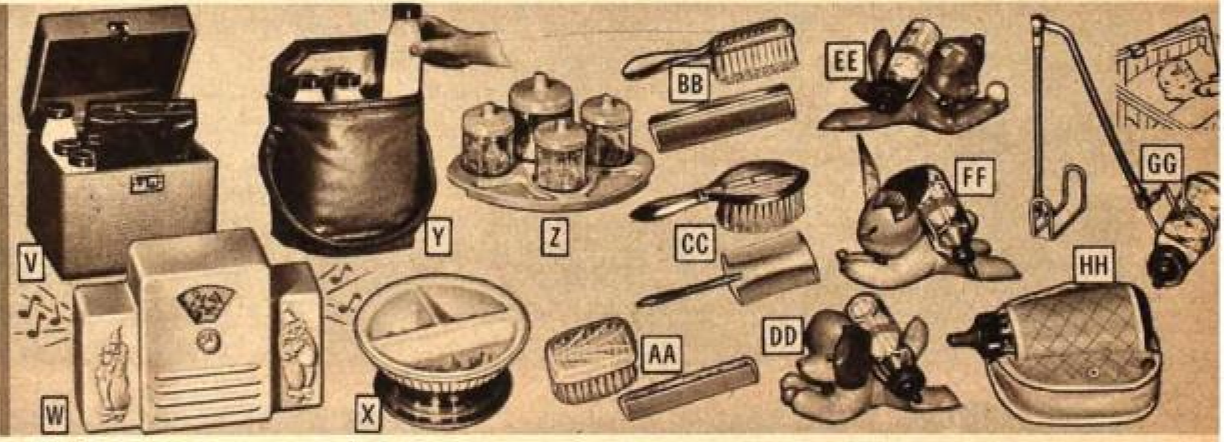
[L] DETECTO BEAM-TYPE SCALE. **$9.95 Each** Weighs accurately every ½ ounce up to 30 pounds. 19⅗x10⅗-inch tray. Washable. Metal base 13⅗x6 inches. Ivory white enamel finish. Shipped partly assembled.
11 E 07886—Postpaid. Shipping weight 15 pounds. $9.95

[M] HONEYSUCKLE BABY SCALE. **$3.89 Each** "How much does he weigh?" Like all proud parents, you'll be asked frequently . . . this scale will supply the answer, and do it accurately!

Good quality, spring-type scale weighs up to 24 pounds. The mechanism is protected and concealed; clear plastic-covered dial (in base) is easy to read. Skillfully designed tray measures 20x9¾ inches; base 6¾x6¾ inches. White enamel finish. Shipped partly assembled. Place your order now! For value always shop at Sears. Shipping wt. 6 lbs.
11 E 07885. . . . . $3.89

Prices on these 2 pages include 20% Federal Tax where E is added to Catalog Number as 8 E 2199E. Baby Needs are available on Easy Payment Terms. For complete details see inside back cover.





BABY BOOKS AND CARDS

[N] BABY'S OWN STORY. 21 illustrated pages cover every big event in baby's first 5 years. Padded rayon moire cover. **97c**
3 E 6094—Lt. Blue. 8¾x6½-in. Shpg. wt. 12 oz. 97c
3 E 6095—Pink. 8¾x6½-in. Shpg. wt. 12 oz. 97c

[P] BABY'S BOOK. 54 loose-leaf pages, 30 white with color illustrations, 24 grey for photographs. Practical washable imitation leather cover.
3 E 6088—Light blue. 7¾x10¾-in. Shpg. wt. 1 lb. 3 oz. $1.55
3E6089—Pink. 7¾x10¾-in. Shpg. wt. 1 lb. 3 oz. $1.55

[R] BABY'S DAYS AND BABY'S WAYS. 24 decorated pages. Records birth to 14 years. Rayon moire padded cover with lovely hand-painted design.
3 E 6096—Lt. blue. 10x8-in. Shpg. wt. 1 lb. 3 oz. $1.80
3 E 6097—Pink. 10x8-in. Shpg. wt. 1 lb. 3 oz. $1.80

[S] 30 ANNOUNCEMENT CARDS in pastel colors. Clever designs, verse, space for name, date, weight, etc. 4-fold style. 30 cards; 30 envelopes.
3 E 5611—4⅗x4⅗-inches. Shpg. wt. 10 oz. . . . 59c

[T] ANNOUNCE BABY'S ARRIVAL. 24 pastel cards for boys or girls. Design highlighted with foil trim. Space for name, weight, etc. With envelopes.
3 E 5612—3¼x3¼-inches. Shpg. wt. 8 oz. 47c

ACCESSORIES FOR BABY . . Handsome, practical

[V] BABY TRAVELER. For clothing, bottles. Red artificial leather. 9x7¾x8 in. Plastic diaper bag. Bottles not included.
8 E 2285E—Shpg. wt. 4 lbs. $6.49

[W] KIDDY MUSIC BOX. Fairyland of figures shown on "screen" as gay tune is played. 8¾-in. base. Plastic box in pink, blue, or ivory. *State color.*
8 E 7020—Shpg. wt. 1 lb. 7 oz. Boxed $4.89

[X] MUSICAL FEEDING DISH. Plays gay tune. Dish of white semi-porcelain with delightful nursery decorations. Detachable metal base. 8-in. diameter.
8 E 7076—Shpg. wt. 2 lbs. 6 oz. $6.49

[Y] THERMO-KEEP. Keeps baby's food hot or cold. Koroseal plastic. *State brown or gray.* Fiber-glas insulation. 9x9x3 in. Bottles not included. Postpaid.
8 E 2241—Shpg. wt. 12 oz. $4.95

[Z] TRAY AND JAR SET. Pastel-color plastic tray (12x8¾ in.); 300 cotton-tipped swabs in large jar; 3 empty jars. Decorated jars, pastel-color tops.
8 E 2283—Shpg. wt. 4 lbs. 6 oz. . . . $2.95

[AA] BABY BOY'S SET. Miniature military brush bristled with soft Nylon (3⅗ in. long). Comb 4½ in. long. Gem-clear Lucite. Shpg. wt. 6 oz.
8 E 6393. . . . Set $1.49

[BB] CLEAR-PLASTIC BRUSH AND COMB SET. Brush bristled with silky-soft Nylon (5⅗ in. long). 5 in. comb. *State* pink or blue. Shpg. wt. 7 oz.
8 E 6329. . . . . Set $1.19

[CC] STERLING SILVER BRUSH, COMB SET. 5¾ in. brush, back and handle of sterling silver, Nylon bristled comb, silver trim. Shpg. wt. 8 oz. 83c Fed. Tax incl.
8 E 6330E. . . Set $4.98

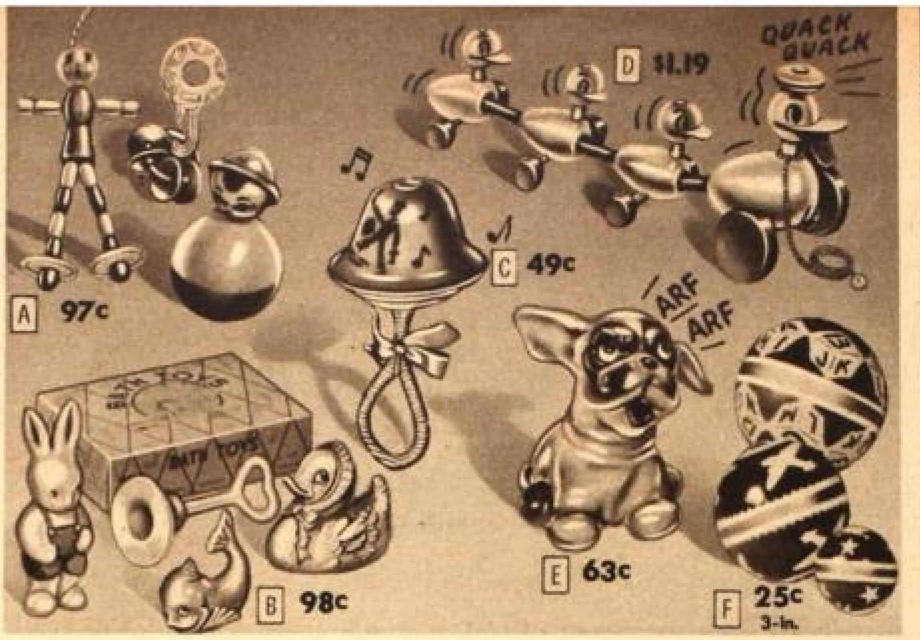
BABY BOTTLE HOLDERS. Playful animal figures. Easy-to-wash, pink or blue plastic cover. Bottle not included. Shipping weight 12 oz. **$1.39 Each**

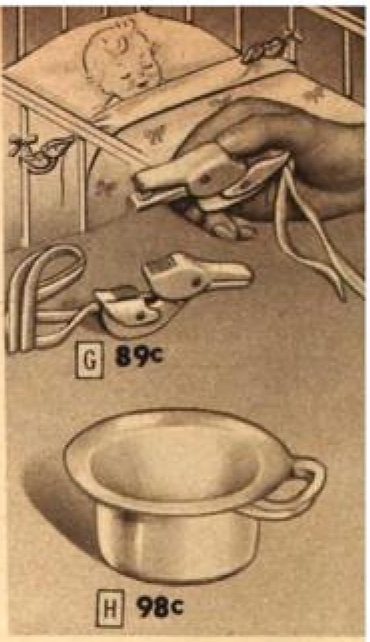
[DD] 8 E 2098—"Puppykin." *Please state color.* Length 10½ in. . . . $1.39
[EE] 8 E 2274—"Pussykin." *Please state color.* Length 10½ in. . . . 1.39
[FF] 8 E 2097—"Bunnykin." *Please state color.* Length 10½ in. . . . 1.39

[GG] E-Z BABY BOTTLE HOLDER. Easily attached to top of crib, carriage, or high chair. Holds bottle at proper angle while baby feeds. Adjustable. Made of metal. Length 24 in.
8 E 2298—Shpg. wt. 10 oz. $1.89

[HH] FEED-A-BABE BOTTLE HOLDER. Washable quilted plastic coated fabric. Size 2⅗x6⅗x6⅗ inches. Bottle not included.
8 E 2266—Shipping wt. 3 oz. $1.25







FAVORITE TOYS, colorful and entertaining . . to keep the little ones happy and contented

"Novel Gym" Crib Exerciser amuses baby by the hour . . strengthens young muscles **$1.89**

Attach this exerciser to crib, buggy or play yard . . . then listen to your little one goo and gurgle with pleasure as he plays. Watch him struggle at "pull-ups" on the handles. The colorful wood beads roll and click in the groove between the bars . . . the jolly duck bobs up and down! Even a teething ring is suspended from center of bar. Unquestionably, the "Novel Gym" provides a marvelous combination of play and healthful exercise. Made of smooth, colorful plastic; bar is about 14 inches long. Easy to attach with the adjustable, sturdy cotton cord. Makes a delightful shower gift.
49 E 4462—Shpg. wt. 1 lb. 10 oz. $1.89

It's so convenient to buy all your baby needs by mail at Sears. Use Easy Terms if you lack ready cash. See inside back cover.

[A] COLORFUL 3-PIECE TOY SET. Plenty to keep your baby busy. Consists of plastic teether with fascinating klik-klak; jolly plastic roly-poly, about 4 inches high; gay wood bead doll with plastic discs, about 7 in. long. Washable; assorted colors.
49 E 4437—Shpg. wt. 12 oz. . . . . Set 97c

[B] ENTERTAINING 4-PC. RATTLING TOY SET. Ideal for bath-time . . . for play in crib or pen. Floating 4¼-inch duck and 3-inch fish; 6-inch rabbit, 5¼-inch ball-rattle . . . all molded of gay-colored, sturdy plastic . . . all rattle! Easy to wash clean.
49 E 4441—Shipping weight 1 lb. . . Set 98c

[C] MUSICAL RATTLE. This delightful toy makes melodious tinkling sound when baby shakes it. Made of sturdy plastic in appealing baby colors; has metal chimes inside. About 6¾ in. long. Choose it also for a handsome, yet inexpensive shower gift.
49 E 4428—Shipping weight 6 oz. 49c

[D] QUACKY DUCK FAMILY waddles along merrily, mama duck "quacks" all the time when child pulls it. Brightly colored wood bodies; soft beaks; easy-rolling wheels; pull cord. Family of four 13 in. long.
49 E 5430—Shipping weight 1 lb. $1.19

[E] WHISTLING RUBBER DOG. Wistful "Poochie" whistles when he's squeezed. Molded of pliable, soft rubber with fine details; realistic colors. About 5½ inches high. Makes an ideal crib and play companion for the very young.
49 E 4409—Shipping weight 6 oz. 63c

[F] INFLATED RUBBER BALLS with a lively bounce. Come in three sizes; assorted eye-appealing colors and attractive designs that youngsters go for.
49 E 4467—3-in. size. Shpg. wt. 4 oz. . . 25c
49 E 4469—5-in. size. Shpg. wt. 6 oz. . . . 63c
49 E 4470—6-in. size. Shpg. wt. 1 lb. . . 79c

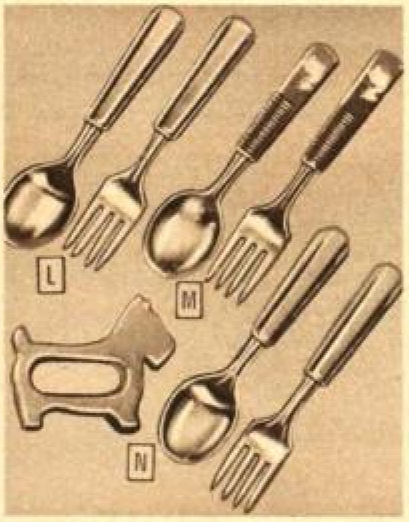
NURSERY NEEDS

[G] "DUCKY CLIPS" PLASTIC BLANKET FASTENERS . . . keep baby's blankets securely in place . . . make sure he's snugly covered at all times. Spring-action jaws of ducks close firmly, lock easily. Ribbons for tying to crib. Washable plastic; assorted colors.
49E4442—Shpg. wt. 4 oz. Pr. 89c

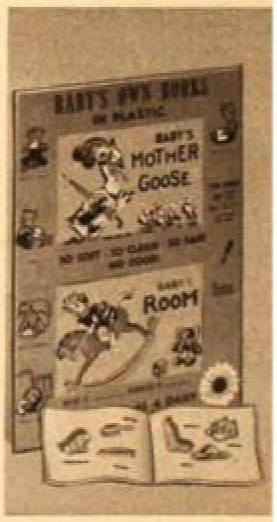
[H] PLASTIC TRAINING CHAMBER. Start training baby early! Handy chamber has comfortable, wide-flared rim and easy-grip handle. Made of durable plastic; easy to clean. Assorted pastel colors. Size 7¼ inches in diameter.
49 E 4527—Shpg. wt. 1 lb. . . 98c

Order blankets and sheets, too, from this catalog . . . see index.









BABY FEEDING AIDS to save you time

[J] HOT WATER PLATE. Has compartment for hot water to keep baby's food warm throughout his meal. Cream-color glazed porcelain, gay nursery-picture decorations. 3-section plate, 8-in. diam., has cork stopper. Shpg. wt. 3 lbs.
49 E 4508. . . . . $1.98

[K] 4-PIECE HOT WATER PLATE SET. Plate and mug of cream-color glazed porcelain, gay nursery decorations. Fork and spoon of durable plastic. 3-section, 8-inch diameter plate has hot water compartment, cork stopper. Shipping wt. 4 pounds.
49 E 4512. . . . . $2.79

[L] 2-PC. TABLEWARE SET. Colorful catalin plastic handles. Stainless steel tines and bowls. 4¾-in. spoon; 5-in. fork. Red or blue handles. *State color.*
9 E 9801—Shpg. wt. 4 oz. 50c

[M] 2-PC. TABLEWARE SET. Our very finest quality. Beautiful transparent Lucite plastic handles with hand painted duck design. Stainless steel tines and bowls. 5-in. spoon; 5-in. fork. Red, white or blue handles. *State color.*
9 E 9803—Shpg. wt. 4 oz. 98c

[N] 3-PC. TABLEWARE SET. Colorful! Catalin plastic handles and Scottie Dog napkin holder. Stainless steel tines and bowls. 5-in. fork; 4¾-in. spoon. Red or blue plastic. *State color.*
9 E 9804—Shpg. wt. 6 oz. 89c

YOUR BABY'S SHOES preserved to last

Baby's precious shoes preserved to the last tiny wrinkle at new low cost. Useful book ends or ash trays with removable glass inserts.

[P] SINGLE SHOE ASH TRAY. Gleaming bronze plated shoe on metal base 7½x7½ in.
4 E 8940F—Shpg.wt. 2 lbs. $5.98
TWIN SHOE ASH TRAY (not shown). Bronze plated shoes. Metal base 7¾x10⅝ in.
4 E 8943F—Shpg.wt. 3 lbs. $8.98

[R] BOOK ENDS. Bright bronze plated shoes and metal base. 7x3⅝ in. Shpg. wt. 3 lbs.
4 E 8946F. . . . . Pair $9.69

[S] UNMOUNTED PAIR OF SHOES. Brilliantly bronze plated.
4 E 8939F—Shpg.wt. 10 oz. $4.95

[T] CERAMIC ASH TRAY. Glazed pottery base 9½x7½ in., resembles bronze metal.
4E 8956F—Shpg.wt. 2 lbs. $6.29
SINGLE SHOE ASH TRAY (not shown). Bronze color. Base 7¾x7½ in. Shpg. wt. 1 lb. 8 oz.
4 E 8955F. $3.59

[V] BOOK ENDS. Bronze plated shoes, amber onyx base 6⅛ x2¾ in. Shpg. wt. 2 lbs.
4 E 8934F. . . . . Pair $12.95

[W] NEW PICTURE FRAME. Glowing bronze plated shoes and 8x10 picture frame.
4 E 8988F—Shpg.wt. 3 lbs. $11.95

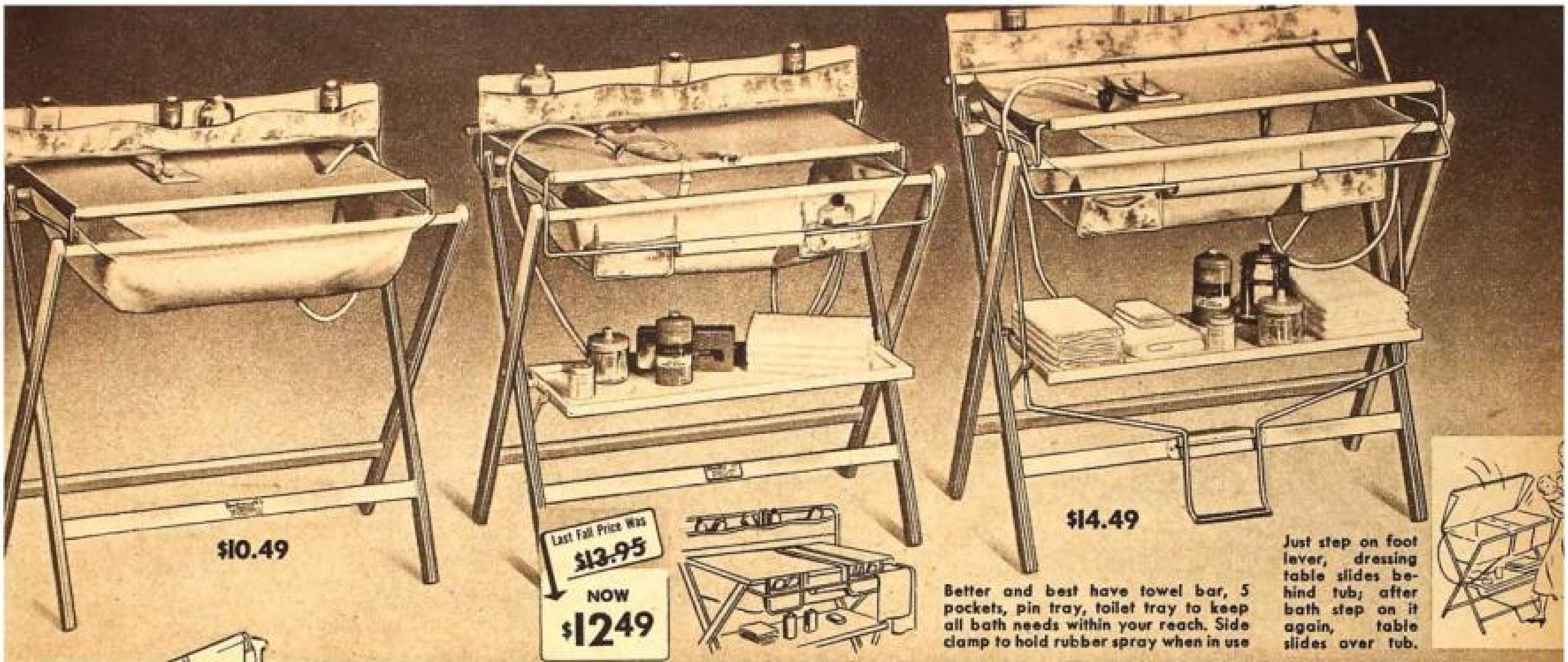
HOW TO ORDER. Attach name, address to each shoe. Enclose remittance with order in envelope attached to package (see index). 3-week delivery. Shoes over 6¾ in. long finished unmounted only; write for prices. Any keepsakes except rubber or celluloid may be preserved. Write Personal Service Department. Postpaid from factory. No C.O.D.

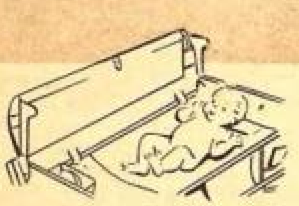
FIRST BOOKS

Wonderful plastic books that baby can chew or pull to his heart's content—even "read" in his bath! A perfectly safe plaything—can be washed and sterilized. Made of soft, clean plastic. Set consists of two 10-page books 5x7½ inches. Large print and big gay illustrations, many in vivid color—colors are harmless and won't wash or rub off.

"Baby's Mother Goose" includes longstanding nursery rhyme favorites.

"Baby's Room" is filled with delightful illustrations of baby's toys, toilet articles, furniture, and, of course, Baby. *Postpaid.*
3 E 1913—(Shpg. wt. 4 oz.) Set of 2 plastic books. . . . . .only 93c





All three have the patented Bathinette hammock with headrest to support baby. Leaves your hands free.

Bathinette* COMBINATION BATH AND TABLE **BATHINETTES** make it easy to bathe and dress your baby

- Tub and hammock of rubber-coated fabric, easy to clean. Tub has inside soap pocket, 32-inch drain hose
- Dressing table slides behind tub, rocks forward to cover it . . . cannot fall down on baby . . . has safety strap
- Rigid wood frame, enameled in white. Folds for storing. Cretonne pockets on splash guard for bath needs

GOOD: economy Bathinette

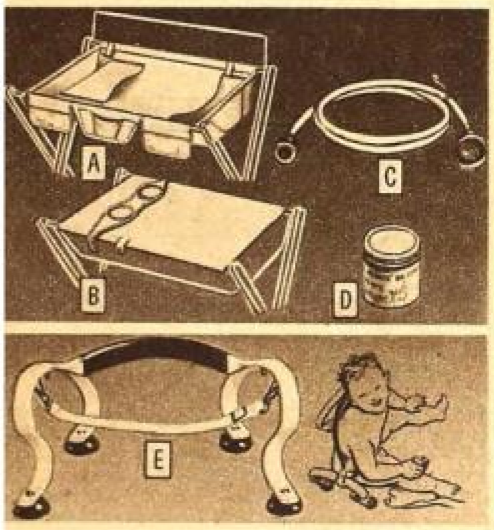
A serviceable model at an easy-to-afford price! Dressing table lifts and lowers with one hand . . . top made of durable cotton fabric . . . can be removed for laundering. 36x20⅛x42 in. high overall. (Order a spray for added convenience, see 49 E 7039 below.) Shipped freight, express.
79 EM 7054—Shipping wt. 14 lbs.. **$10.49**

BETTER: with toilet tray and spray

Priced $1.46 lower than last fall! Has tray of Masonite Presdwood with wood frame for toilet articles, diapers, etc. Use rubber spray to rinse baby and to fill tub. Dressing table lifts and lowers easily with one hand . . . top of durable rubber-coated fabric. Towel bar in front with pockets and pin tray. Foot end of hammock can be lowered. Overall size 36x20⅛x42 inches high.
79 EM 7051—Shpg. wt. 18 lbs. Freight or express. **$12.49**

BEST: foot-control Bathinette with tray and spray

For the utmost in bathing convenience choose this Bathinette! Just step on the foot lever to raise dressing table . . . after the bath step on it again and table covers tub. Leaves both your hands free to hold baby. Top of easy-to-clean rubber-coated fabric. Towel bar in front with cretonne pockets and pin tray. Rubber spray. Foot end of hammock can be lowered. Tray of Masonite Presdwood with wood frame. 36x20⅛x42 in. high overall.
79 EM 7053—Shpg. wt. 24 lbs. Shipped freight or express. **$14.49**





BABY BATH ACCESSORIES. BASKETS, STANDS, LINERS, PADS for home and auto . . prices to suit any budget

[A] BATHINETTE REPLACEMENT KIT to put your old Bathinette to use again. Consists of tub with rubber drain hose, hammock with head rest. Made of waterproofed fabric. Easily tied to Bathinette frame; instructions.
49 E 7041—Shipping wt. 2 lbs. 14 oz.... **$5.59**

[B] BATHINETTE DRESSING TABLE TOP. Made of waterproofed fabric. Safety strap.
49 E 7040—Shipping weight 12 oz..... **$1.25**
(A) and (B) fit only "Bathinettes."

[C] BATHINETTE RUBBER SPRAY with clamp. Universal fitting for all faucets.
49E7039–About 69 in. long. Shpg. wt. 8 oz. **75c**

[D] BATHINETTE CLEANER. Large 12 oz. jar.
49 E 7038—Shipping weight 2 lbs..... **49c**

[E] TUB-A-TOT. Attaches to bottom of bathtub with rubber vacuum cups . . . holds baby securely in upright position, leaving your hands free for easier bathing. Shaped rubber-covered back rest; safety strap. Metal, enameled white; abt. 12 in. wide overall.
49 E 7062—Shipping weight 3 lbs...... **$2.89**

[F] WOVEN FIBER BASKET. Fine quality woven fiber, lined with sheet fiber. Wood reinforced fiber bottom. Carrying handles About 32x18x12 in. high. Smoothly finished in sparkling white enamel; blue or pink trim. *State color of trim.*
79E07073–Shpg.wt.7lbs. **$4.95**

[G] THRIFT-PRICED BASKET. Sturdy V-bias weave splint with wood reinforced fiber bottom. Carrying handles. About 32x18x12 in. high. Gleaming white enamel finish.
79E07075–Shpg.wt.7lbs. **$3.49**

[H] CASTER STAND for use with either basket above. Made of sturdy hardwood, white enamel finish. Easy-rolling swivel casters. Folds.
79E07071–Shpg.wt.8lbs. **$3.69**

[J] BASKET WITH HARDWOOD LEGS. Easy to roll from room to room on quiet casters. Legs fold for use in auto. Basket of V-bias weave splint, wood-reinforced sheet fiber bottom; carrying handles. About 32x18x12 in. high. Smoothly enameled in white. (Liner not included—order below.)
79 E 07076—Shpg. wt. 13 lbs....... **$5.95**

VINYL-PLASTIC BASKET LINER (shown in basket above.) Has quilted sides, plain bottom, graceful 6-in. flounce. Fits baskets 79E07073, 79E07075 and 79E07076. Choice of blue or pink. *State color.*
49 E 6963—Shipping weight 12 oz... **$1.98**

[K] REVERSIBLE VINYL-PLASTIC BASKET PAD. Easy to wipe clean. Plump cotton-felt filling. Size 27x13 in. Fits any standard-size basket and any basket on this page. *State color:* blue or pink.
49 E 6955—Shipping weight 2 lbs... **$1.49**

[L] DE LUXE WOVEN FIBER BASKET WITH HOOD AND HARDWOOD LEGS. **Price reduced from last fall!** Made of fine quality woven fiber, lined with sheet fiber. Wood-reinforced sheet fiber bottom. Reinforced edges have braid trim. Carrying handles. Braced hardwood legs have easy-rolling casters . . . fold for use in auto. Basket about 33x18x12 in. high. Smooth white enamel finish, blue or pink trim. *State color.* Shipped freight or express. (Liner not included—order below. Why not order a pad, too? See 49E6955.)
79 EM 7077—Shipping wt. 16 lbs.. **$8.49**

2-PC. VINYL-PLASTIC BASKET AND HOOD LINER (shown in basket above). Hood and sides are quilted, bottom plain. 6-inch flounce. Basket liner has metal grommets for hood pins. Easy to wipe clean. *State color:* blue or pink.
49 E 6969—Shpg. wt. 1 lb. 3 oz.. **$2.98**

For Easy Terms see inside back cover

BABY GOODS





BABY WALKER-STROLLERS, COMFORTABLE PAD for easier baby tending . . ideal for indoor-outdoor use

New! De luxe Walker-Stroller—Nothing to Detach **$10.95**
- Handle folds over, foot pan folds back for walker use
- Ball-bearing 5½-inch wheels have ⅞-inch rubber tires
- Rugged steel construction—comfortable, spring-suspended wood seat
- Gleaming, nickel-plated tubular steel handle and protective rail
- Collapsible wire package holder for carrying your shopping bag
- Rubber-covered front and rear bumpers to protect your furniture
- Roomy steel play tray and colorful wood play beads to amuse baby

Designed for easier handling, greater comfort, outstanding beauty! The finest walker-stroller we've ever offered. So easy to push, easy to steer. It's a snap to convert it into a walker and back into stroller. Baby will be more comfortable because the seat is properly shaped and suspended between springs to cushion shocks. Expertly built . . . body finished in glossy dark red enamel. Overall length 29¾ in. Handle 34½ in. from floor. Order it today . . . you'll be glad you did! Shipping weight 21 pounds.
79 E 07530—Shipped with wheels and bumpers off, easy to attach. . $10.95

A **Walker-Stroller with tubular steel handle.** **$7.49** A fine conventional stroller for baby's daily ride. Simply remove handle, and hook off foot pan to convert it into a walker . . . grand for indoor and outdoor use by little toddlers. Sturdy steel construction with shaped wood seat and grip handle. Easy-rolling 5½-inch double-disc wheels, rubber tires. Coil spring on rear axle to cushion shocks. Rubber-covered front and rear bumpers to protect furniture. Steel play tray with colorful play beads. Space behind seat for shopping bag. Overall length 28 inches. Comfortable tubular steel handle, 35¼ inches from floor, folds for storing. Smooth blue and ivory-color enamel finish. Easy to assemble. Order pad at right for added comfort.
79 E 07510—Shipping weight 18 lbs. $7.49

B **Budget - priced Walker - Stroller.** **$4.49** Push or pull it—handle can be attached at either end. Remove handle and foot pan—it's a fine walker. Steel construction; shaped wood seat, grip handle. 5¼-in. rear wheels, 2¾-in. front wheels—all with rubber tires. Steel play tray. Rubber-covered front bumper. Overall length 22¼ in. Handle, 31 in. from floor, folds for storing. Blue and ivory-color enamel finish. Easy to assemble.
79 E 07520—Shipping weight 13 lbs. . $4.49

C **Quilted Vinyl-plastic Walker Pad,** wipes clean. Plump cotton filling. Fits all 3 walkers shown. Assorted colors.
49 E 6965—Shipping weight 14 oz. 98c



PLAY YARDS AND PADS for indoor and outdoor use . . relieve you from constant baby watching

Play Yard—Has Casters, Picture Panel and Colorful Play Beads **$10.98** —usually found only in much higher priced play yards. Easy-rolling swivel casters make it easy to move yard around . . . raise floor 3½ in. to protect baby from drafts and dirt. Constructed of strong, seasoned wood; smooth varnish finish. Floor of smooth, tough Masonite Presdwood, strongly reinforced with wood. Sets up in a jiffy; no assembling necessary. Parts are securely hinged. Folds compactly for easy storing and carrying. Size 38½x38½x26 in. high—include a comfortable pad in your order . . . see (F) (G) (H) at right!
79 E 07007—Shpg. wt. 30 lbs. Mailable. . $10.98

For Sears Easy Terms see inside back cover.

D **Well-built Play Yard** at a modest price **$8.98** that is gentle with your budget. Constructed of seasoned wood; smooth varnish finish. Floor of smooth, tough Masonite Presdwood, reinforced with wood. Easy to set up; no assembling necessary. Parts securely hinged. Size 38½x38½x23¾ in. high overall. Folds compactly for easy carrying and storing. Order a pad, too!
79 E 07006—Shipping weight 28 lbs. Mailable. $8.98

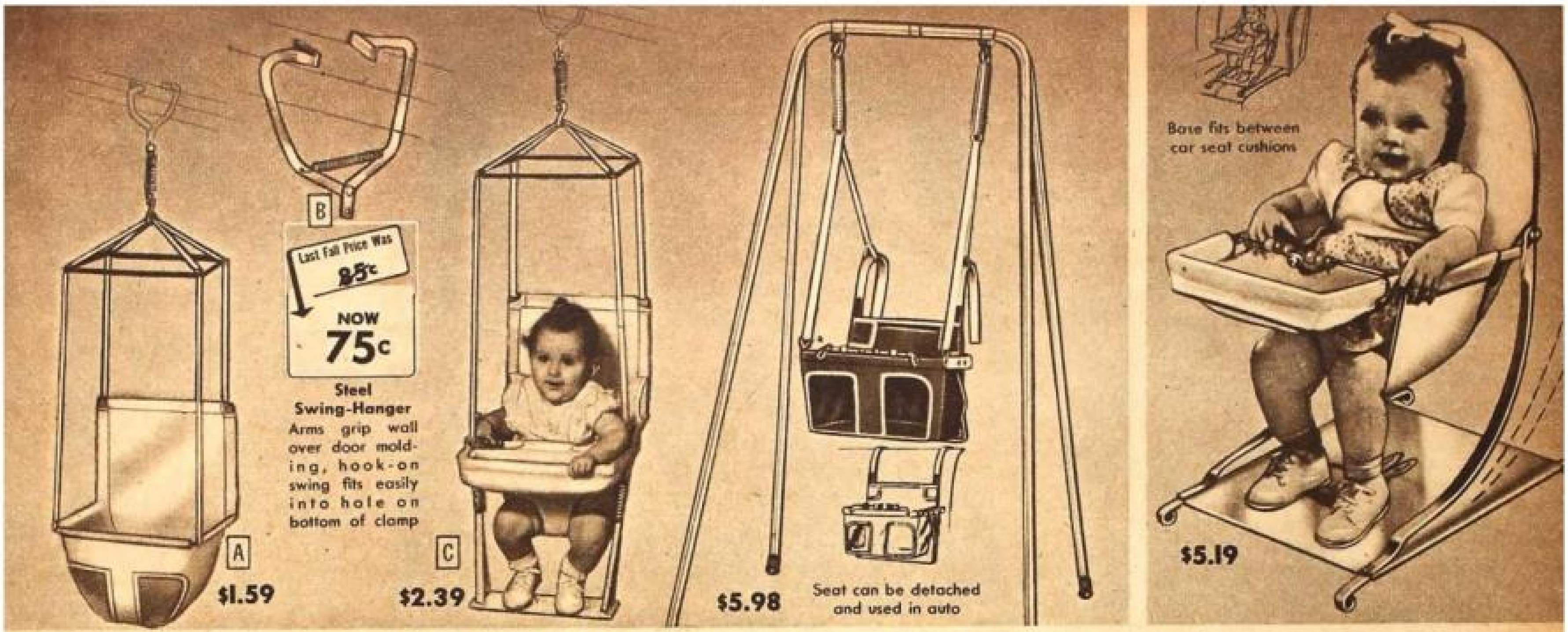
F **Vinyl-plastic No-Draft Play Yard Pad.** This pad will give your baby maximum protection and comfort. 9-in. quilted side shields tie to sides of yard—keep drafts and dirt out, toys in. Bottom has plump, cushiony cotton-felt filling. Easy to wipe clean. Assorted baby colors; attractive lamb decorations on side shields.
49 E 6953—38x38-inch size. Shipping weight 4 lbs. Fits yards 79 E 07007 and 79 E 07006. . . . . $5.89
49 E 6954—40x40-inch size. Shipping weight 4 lbs. 4 oz. Fits yard 79 EM 7002. . . . . 5.98

E **De luxe Play Yard with legs and casters** **$12.98** —priced $1.00 lower than last fall! Exceptionally strong! Has four staunch corner post legs with easy-rolling casters and center leg with caster for extra strength. Floor is raised 6 in. to protect baby from drafts and dirt. Colorful play beads. Built of strong, seasoned wood; smooth varnish finish. Floor of smooth, tough Masonite Presdwood, strongly reinforced with wood. Easy to set up; no assembling. Parts hinged. 40x40x29 in. high. Folds for storing.
79 EM 7002—Shpg. wt. 38 lbs. Freight or express. $12.98

G H **Reversible Vinyl-plastic covered Pads.** Wipe clean. Plump cotton-felt filling. Fit all yards shown.

G 49 E 6952—**De luxe 40x40-in. Pad. Priced 51c lower than last fall!** Extra heavy plastic covering in bright red and blue . . . gives longer wear. Gay hand-screened decoration on one side. Shipping weight 3 lbs. 4 oz. $3.98

H 49 E 6966—40x40-in. Pad. Assorted colors. Shipping weight 3 lbs. 4 oz. $2.69



SWINGS AND "TOTSEAT" with bouncing action that the little ones love . . help to guard your baby

[A] BUDGET-PRICED BABY SWING. **$1.59** Made of washable bleached cotton fabric over steel frame. Strong web suspension straps, safety hook and compression-type steel spring for hanging. For babies up to 18 months old. Hanger not included; see 49E6934 below.
49 E 6931—Shpg. wt. 2 lbs. $1.59

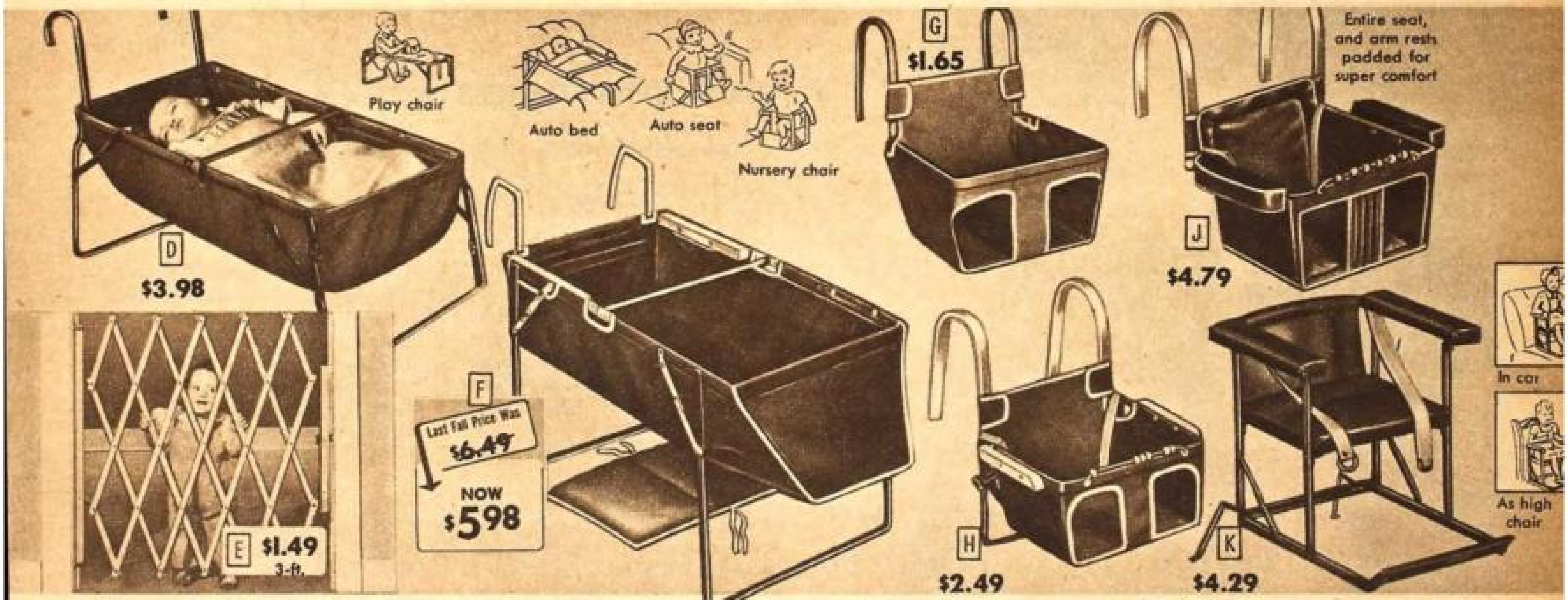
[B] SWING HANGER—**priced 10c lower than last fall!** **75c** Enables you to hang baby's swing in any doorway in a jiffy . . . no holes to bore, no hooks to screw in! Makes it easy to move swing. Rubber-tipped steel arms, spring tension; 11 in. long. *Tested to hold 160 lbs.*
49 E 6934—Shpg. wt. 10 oz. 75c

[C] DE LUXE SWING. **$2.39** Has enameled wood foot rest for added comfort . . . a roomy play tray with colorful play beads to amuse baby. Seat and play tray are made of sturdy, washable cotton fabric. Strong steel frame. Stout web suspension straps, safety hook and compression-type steel spring. For babies up to 18 months old. Swing hanger not included . . order 49E6934 at left for easy hanging.
49 E 6933—Shpg. wt. 3 lbs. . $2.39
49 E 6932—**Swing without Foot Rest,** otherwise same as above. Shipping weight 1 lb. 4 oz. $1.98

DOUBLE-PURPOSE BABY SWING. **$5.98** A bouncing swing and comfortable auto seat in one! Comes with its own portable stand. Ideal for indoor and outdoor use. Remove seat from suspension straps, and you have a fine auto seat for baby. Durable cotton fabric; neatly bound edges. Wood arm rests; safety strap; bright play beads. Steel frame has adjustable extension to keep seat level in car. Rubber-covered hooks. 7-inch deep seat has removable, rigid fiber insert. 14½x11½ in. overall. Strong web suspension straps with compression-type steel springs. Steady, rubber-tipped tubular metal stand, enamel finish, is about 52 inches high.
79 E 06941—Shipping wt. 14 lbs. $5.98

"TOTSEAT"—GIVES ROCKING CHAIR ACTION. **$5.19** Know how babies love to be "trotted" on someone's knee? In "Totseat" they can bounce and rock to their heart's content—without the need of constant watching. Makes a fine auto seat, too. Now has bright play beads and jingle bell to add to baby's fun. Steady metal base, balanced spring frame. Removable seat and play tray of strong washable cotton fabric. As baby grows, seat can be raised. 21¼x24 in. high overall. Assorted colors. Easy to set up.
79 E 06915—Screws incl. Shpg. wt. 10 lbs. $5.19

49 E 6916—**Extra Cloth Seat and Play Tray.** Order one to use when other seat and tray are being laundered. Shpg. wt. 6 oz. . . . $1.65



SAFETY GATES to guard baby . . CONVERTIBLE AUTO BEDS, SEATS . . let baby ride comfortably and safely

[D] AUTO BED—PLAY CHAIR **$3.98** at a very modest price! Sturdy water-repellent cotton fabric; rugged steel frame; safety strap. Handy for traveling and outings. Easy to convert into play tray with seat for use at home. About 30½x14½x14½ in. high. Assorted colors.
79 E 06920—Shpg. wt. 8 lbs. $3.98

[E] FOLDING GATES for doorways and porch openings. **$1.49 3-ft.** Seasoned wood; smoothly finished and varnished. Safety lock. 32 in. high when extended. Shipping wts. 4 lbs., 6 lbs., 8 lbs.
79 E 06981—Extends to 3 feet. . . $1.49
79 E 06982—Extends to 6 feet. . . 2.10
79 E 06983—Extends to 9 feet. . . 2.59

[F] DE LUXE AUTO BED-SEAT WITH PAD—**priced 51c lower than last fall!** **$5.98** Fine quality, water-repellent cotton fabric; substantial steel frame has folding legs. Improved steel hooks now are rubber-covered. Has enameled wooden arm rests for added comfort when used as seat. Cushiony cotton felt-filled pad made of water-repellent plastic. Use it as bassinet when visiting. Easy to convert into play or auto seat. 31x14½x16 in. high. Assorted colors. Let your baby enjoy the comforts of home wherever you go . . . order this comfortable, convenient bed now!
79 E 06921—Shipping wt. 10 lbs. $5.98

[G] GOOD — Sturdy cotton fabric; neatly bound edges. **$1.65** Strong steel frame; enameled hangers. 7-inch deep seat has removable, rigid fiber insert. 12½x10½ in. overall. Folds for storing. Asst. colors.
49 E 6923—Shpg. wt. 2 lbs. 9 oz. . $1.65

[H] BETTER — Steel frame has adjustable extension **$2.49** to keep seat level in car. Cotton fabric; bound edges. Rubber-covered hangers; wood arm rests. Safety strap; play beads. 7-in. deep seat has removable fiber insert. 14½x11 in. overall. Folds for storing. Assorted colors.
49 E 6905—Shpg. wt. 4 lbs. 4 oz. . $2.49

[J] BEST—Completely padded with soft cotton. **$4.79** Durable plastic-coated fabric inside and out; wipes clean. Neat piping and binding. Strong steel frame; rubber-covered hangers. Safety strap; bright play beads. 7-in. deep seat has removable fiber insert. 15½x11½ in. overall.
49 E 6906—Assorted colors. Shpg. wt. 5 lbs. . $4.79

[K] TODDLER TRAVELER, for tots up to 4 years old. **$4.29** Seats child comfortably at window level. Anchors securely to car cushions with safety grip. Made of artificial leather; wipes clean. Padded seat and arms, plain back rest. Strong steel frame; enameled wood foot rest; safety strap. Use it also as high chair in restaurant, home. Seat 11x9x8½ from floor. Assorted colors.
79 E 06922—Folds for storing. Shpg. wt. 7 lbs. . $4.29

Everything Sears sell is available on Easy Terms . . . see inside back cover

SIZES 7 TO 14





GLORIOUS WASHABLE COTTONS..solids, 2-tones, plaids, prints . . in newest styles with ruffles, tiers, flounces, rickrack . . . at $2.98 and $3.98

A WIDE BERTHA COLLAR with bow fashions cape sleeves. Rickrack on collar, trim-fitting waist and full-flaring skirt for irresistible appeal in a garden-fresh multicolor novelty print percale. Tie-back sash. Washable. *Sizes* 7, 8, 10, 12, 14. *State size.* Shpg. wt. 11 oz.
077 E 2105—Multicolor print..$2.98

C WOVEN PLAID GINGHAM goes gay as a carnival with a wide collar and pocket of scroll-trimmed permanent finish white organdy which is also used for the all-around sash and immense bustle bow in back. Washable. *Sizes* 7, 8, 10, 12, 14. *State size.* Shipping weight 1 lb. 3 oz.
077 E 2107—Multicolor plaid..$3.98

E SOLID COLOR WASHABLE percale trimmed with 4 full ruffle back tiers and big bow in brown and white check. Wide ruffles for the collar and petticoat flounce. *Sizes* 7, 8, 10, 12, 14. *State size.* Shpg. wt. 11 oz.
077 E 2103—Yellow..........$2.98
077 E 2104—Pink............ 2.98

B LOW ROUND NECK, puff sleeves on pink bodice. Full skirt drapes coyly from deep pointed midriff. Black tie back sash. Three rows of rollicking rickrack and two pretty pink bands encircle wide skirt. Washable 80-square percale. *Sizes* 7, 8, 10, 12, 14. *State size.* Shpg. wt. 11 oz.
077 E2106–Pink top, black skirt $2.98

D SOLID COLOR WASHABLE 80-sq. percale with four generous-size ruffles of permanent finish white organdy for the novel rumba sleeves and side peplums. Bustle sash ties in back. *Sizes* 7, 8, 10, 12, 14. *State size.* Shipping wt. 1 lb. 4 oz.
077 E 2108—Light blue.......$3.98
077 E 2109—Coral (rose)...... 3.98

F GREEN AND WHITE STRIPED bolero matches the deep ruffled flounce on the full skirt of this cute sun dress. Peter Pan collar; rickrack trim. Button back to waist. Washable percale. *Sizes* 7, 8. 10, 12, 14. *State size.* Shpg. wt. 10 oz.
077E2102—Yellow with stripe. $2.98

Size Chart for Sizes 7 to 14

Order size....	7	8	10	12	14
If chest is....	26	27	29	30½	32 in.
If hips are....	27½	28½	31	33	35 in.
Dress length is:	27	29	32	35	37 in.

Numbers beginning with "0" shipped from Chicago, Philadelphia or Atlanta. Order and pay postage from Sears nearest mail order house.



DRESSY-LOOKING WASHABLE COTTONS with those lovable wide sweeping skirts and feminine frills that you find on more expensive dresses **$3.98** Each

[A] CHECKED SHEER TISSUE GINGHAM has square ruffled yoke of white permanent finish organdy and medallion applique. Tiered dirndl skirt; tie-back sash. Washable. *Sizes* 7, 8, 10, 12, 14; see size chart, page 48. *State size.* Shpg. wt. 14 oz.
077 E 2110—Green and white check
077 E 2111—Red and white check
Each........................$3.98

[B] VESTEE-EFFECT black bodice joins aqua plaid in washable 80-square percale. Cotton eyelet on bodice front and black petticoat flounce. Button back to waist. Tie-back sash. *Sizes* 7, 8, 10, 12, 14; see size chart on page 48. *State size.* Shpg. wt. 1 lb. 1 oz.
077 E 2112—Aqua blue plaid with black......................$3.98

VERSATILE RAYONS for daytime wear or parties

[C] PRETTY PARTY DRESS in lustrous rayon taffeta. Four-tier ruffle skirt and self fold yoke with bow. Elastic ruffle edge sleeves. Dressy tie-back sash. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart on page 48. *State size.* Shpg. wt. 1 lb. 2 oz.
077 E 2118—Blue 077E2120–Pink
077 E 2119—White Each.....$7.95

[D] MULTICOLOR PLAID RAYON TAFFETA with crisp, cool-frosting white cotton embroidered eyelet ruffle on yoke and "peek-a-boo" petticoat ruffle. Circular skirt; tie-back sash. Back buttons to waist. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart, page 48. *State size.* Shpg. wt. 15 oz.
077 E 2115—Multicolor plaid..$5.98

[E] MULTICOLOR STRIPED SHIRRED RUFFLE sweeps around front and up back into provocative bustle. Full skirt. Bertha collar. Back buttons to waist. Spun rayon. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart, page 48. *State size.* Shipping weight 1 lb. 2 oz.
077 E 2113—Copen blue......$3.98
077 E 2114—Rose............ 3.98

[F] PASTEL RAYON FAILLE. Demure ruffled white cotton embroidered eyelet for front insert and puff sleeves. Bow at neck; self covered belt. Full shirred skirt. Back opening. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart, page 48. *State size.* Shpg. wt. 1 lb. 2 oz.
077 E 2116—Yellow..........$5.98
077 E 2117—Aqua blue 5.98



ADORABLE RAYONS with novel front and back treatments for eye appeal from all angles

Numbers beginning with "0" shipped from Chicago, Philadelphia, or Atlanta. Order and pay postage from Sears nearest mail order house. See inside back cover for Sears Easy Terms.



A **$2.98** Sizes 7 to 12

B **$1.98** Sizes 7 to 10

C **$1.98** Sizes 7 to 10

D **$1.98** Sizes 7 to 10



E **$2.98** Sizes 7 to 12

F **$2.98** Woven Striped Chambray Sizes 7 to 12

BEAUTIFULLY STYLED COTTONS that smile at sudsing . . . wear well and ease the strain on family budgets . . unbelievably low priced at only $1.98 and $2.98

A GAY PERCALE with 2 contrasting bands and applique-effect in front. Tie-back sash. Puff sleeves. Square neck. Opens in back. Washable. *Sizes* 7, 8, 10, 12; chart, page 48. *State size.* Shpg. wt. 11 oz.
077 E 2043—Yellow, brown trim $2.98
077 E 2044—Light blue, navy trim . . 2.98

B CHECKED PERCALE with white cotton eyelet and solid color bow at shoulder and waist. Tie sash. Cap sleeves. Full skirt. Washable. *Sizes* 7, 8, 10 only; chart, page 48. *State size.* Shpg. wt. 10 oz.
077 E 2045—Red and white check . . . $1.98
077 E 2046—Blue and white check . . 1.98

C TWO-TONED PERCALE. Contrasting piping at neck, yoke, puff sleeves and front of dirndl skirt. Tie sash in back. Washable. *Sizes* 7, 8, 10 only; see size chart on page 48. *State size.* Shpg. wt. 10 oz.
077E2047–Copen blue top, navy skirt $1.98
077E2048–Rose top, black skirt 1.98

D WHITE COTTON PIQUE YOKE with motif of cherries on striped percale. Pique also trims puff sleeves. Dirndl skirt. Tie-back sash. Washable. *Sizes* 7, 8, 10 only; chart, page 48. *State size.* Shpg. wt. 9 oz.
077 E 2100—Red and white stripes . . $1.98
077 E 2101—Blue and white stripes . . 1.98

E EMBROIDERED EYELET ORGANDY collar and pockets . . . on 80-square percale. Bow at neck. Tie-back sash. Shirred skirt. Washable. *Sizes* 7, 8, 10, 12; see chart, page 48. *State size.* Shpg. wt. 11 oz.
077 E 2041—Light blue $2.98
077 E 2042—Yellow 2.98

F 2-PIECE WASHABLE, multicolor woven striped chambray has petticoat flounce on full skirt. Narrow white edging around neck. Ruffled cap sleeves. Elastic waist. *Sizes* 7, 8, 10, 12; see chart, page 48. *State size.* Shpg. wt. 11 oz.
077 E 2040—Multicolor stripe $2.98

Catalog numbers beginning with "0" are shipped from Chicago, Philadelphia or Atlanta. Order and pay postage from your Sears nearest mail order house. Sears Easy Terms are available. For complete information, see inside back cover.